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ABSTRACT

The Denver Public Library (DPL) conducted a market analysis of its success in meeting the information needs of three segments of the population of Denver, Colorado: households, business firms, and city government and quasi-government agencies. Information was sought on current DPL usage and nonusage practices of these three groups, their levels of awareness and attitudes toward the DPL system, and their principal information needs and sources. The project's data collection phase consisted of three surveys conducted concurrently between February and June 1974. Personal interviews were conducted in a sample of households, while questionnaires were mailed to businesses and government agencies. The data analysis phase of the project produced a number of recommendations for specific actions by the DPL to make the system more responsive to its current and potential users. The bulk of this report consists of presentation and analysis of the survey responses of the three population segments under study. (Author/SL)

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PUBLIC LIBRARY USE IN DENVER

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PUBLIC LIBRARY USE IN DENVER

An Analysis of Denver Citizen, Business, and Government Use of a Community Information Resource

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The function of the DENVER PUBLIC LIBRARY is to: (1) provide information needed by the citizens of Denver in their daily lives; (2) encourage and facilitate self-directed learning; (3) enhance the quality of life for Denver citizens.

The DENVER URBAN OBSERVATORY was established in January 1970 to perform urban research. As one of a number of urban observatories in the National Urban Observatory network, the establishment and continued operation of this Observatory is made possible with the support of the National League of Cities; Department of Housing and Urban Development; Department of Health, Education and Welfare; City and County of Denver; University of Denver; Metropolitan State College; Community College of Denver; and the University of Colorado.

The study was initiated and supported by the Denver Public Library, the Denver Urban Observatory, and supported by the Colorado State Library through the Library Construction and Services Act with assistance from the Department of Housing and Urban Development. The research and studies forming the basis for the report were conducted pursuant to a contract between the Department of Housing and Urban Development and the National League of Cities. The substance of such research is dedicated to the public. The authors and publisher are solely responsible for the accuracy of statements or interpretations contained herein.

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REPORT HIGHLIGHTS

Denver Public Library (DPL) users. DPL's registered citizen users tend to be young, well-educated, caucasian women in households whose annual earnings total $9,000 or more. The 7,000 Denver businesses using DPL usually are the older firms employing fewer than 250 persons who work mainly in the service and retail/wholesale industries. Fifty-eight of Denver's 84 local government and quasi-public agencies use DPL; heaviest government use is by small agencies working in the planning and management and public protection areas. *The most popular DPL services for citizens, business, and government involve the lending of publications and the provision of reference services. The single most important reason given for nonuse by all three segments is lack of knowledge about what DPL services are available (Chapter II.)*

Public knowledge and attitudes. The data reflect a fairly widespread lack of knowledge concerning what library services are available. Most citizens regard the Denver Public Library as a convenient establishment to get to, but one that is cold, unfriendly, unpleasant to visit, and not a place where it is easy to get what is wanted. Despite these feelings, citizens at home and at work give the Library an overall "excellent" rating for the services it provides (Chapter III).

Information needs. Citizens most often want information about news and current events, medical and health care, and consumer products and services. For business firms, the most mentioned areas of need are science and technology, management, and government activities. For government agencies, the greatest demand is for census and demographic data, plus information on budgets, legal matters, personnel management, and physical planning and development. *The prime barrier to adequate definition and resolution of Denver's information needs is a widespread lack of awareness of what information exists, who has it, and how it can be obtained.*

Recommendations

1. DPL management should review the nature and scope of Library efforts to familiarize Denver citizens, business firms, and local government agencies with Library services.

2. Librarians responsible for managing major DPL services should place greater emphasis on identifying just who in the Denver population can benefit from operation of their services.

3. Three special DPL consulting committees--one representing households, another business, and the third government--should be established to provide assistance in evaluating the quality of current services, and in generating ideas for upgrading present services or adding new services.

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4. DPL management should delay for one year implementation of any of the possible future services reviewed during this survey.

5. DPL management should introduce any of the proposed new services strictly on an experimental basis to allow for appropriate cost-benefit analysis.

Specific steps that could be taken to implement these recommendations are presented in Chapter V of this report.

Acknowledgements

Many persons in Denver government, industry and the academic community contributed greatly to this project. In addition to all the citizens at work and at home who participated, many librarians gave generously of their time and expertise. In particular, we acknowledge the contributions of Henry Shearouse, Jr., City Librarian, and his associates in the Denver Public Library, as well as the encouragement and assistance of William Heiss of the Denver Urban Observatory.

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CHAPTER I

INTRODUCTION

Background

The problem area. Effective management of a metropolitan public library system requires periodic review of questions concerning library services. Which services should be continued as currently operated? Which services should be modified or terminated? Which services might be added?

Answering these questions adequately, within limitations of available funding, personnel, and facilities, requires that administrators of metropolitan public libraries attend to the following more specific issues:

- Library usage: How many people of what types make what uses, or fail to make what uses, of the metropolitan public library with what frequency? How does library use affect, and how is it affected by, the use of other locally available information sources?

- Library image: What do different people know about various library services? What attitudes, opinions, and beliefs do current and potential users have concerning library services? Why do particular segments use, and other segments fail to use, specific library services?

- Information needs/problems: What kinds of information are wanted by different types of persons living in the area served by the library? How much competition or cooperation exists among various sources in delivering information to various persons? What information needs currently are not being met or are being met only poorly?

- Future services: What options exist for making the metropolitan library system more responsive to its various constituencies?

DPL response. Considering the complexity and importance of these issues, the administrators of the Denver Public Library (DPL) have attempted in a variety of ways over the past few years to find answers that have been used to design and redesign the services provided to the community. In one of the latest efforts, DPL and the Denver Urban Observatory commissioned the Denver Research Institute early in 1974 to assist in analyzing these issues. This report highlights the principal results of that particular evaluation activity.

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Objectives and Procedures

Objectives. The research project was aimed at assessing the status of public library service in the City and County of Denver, Colorado. To this end, the study was conceived as a kind of "market analysis" for library services to meet the information needs of three segments of the Denver population: (a) households, (b) business firms operating in the City, and (c) City government and quasi-government agencies.

The study had four specific objectives:

1. To determine current DPL usage and nonusage practices of the three population segments;

2. To assess the levels of awareness and attitudes of these three segments concerning the DPL system;

3. To identify the principal information needs and problems of these three segments; and

4. To formulate a number of specific actions DPL might take to make the system more responsive to the current and potential Library users.

Procedures. The research project proceeded through these phases: backgrounding, data collection, and data analysis. The backgrounding phase involved a literature review, interviews with key DPL personnel, and a pilot project to develop appropriate data collection instruments.

The data collection phase consisted of three surveys conducted concurrently between February and June 1974. The first survey involved a sample of Denver's 197,000 households. Personal interviews were conducted with members of 439 households out of 609 households selected on a random, block-sampling basis. Contact with nonrespondents produced data for an additional 36 households, bringing the total household sample size to 475. Seven percent of the households were vacant. Appendix A contains the interview schedule used, as well as the data generated, in the household survey.

The second survey of the data collection phase was a mail questionnaire of a randomly selected, stratified sample representing the 26,119 commercial firms operating in Denver. Altogether 110 of the 165 firms originally contacted cooperated by completing the questionnaire that is reprinted in Appendix B. Follow-up with nonresponding firms produced data from 32 more firms, resulting in a total business sample size of 142. Five percent of the firms in the original sample were no longer in business.

The third survey of the data collection phase consisted of a mail questionnaire of the 84 Denver City government agencies and quasi-public institutions whose main function is serving the needs of the

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Denver community. Eighty (95 percent) of the 84 agencies participated fully in this study. The questionnaire used in this "government" survey is reproduced in Appendix C along with the responses to each question.

Data analysis, the final phase of the project, extended through the entire study with special concentration during July and August 1974.

Outline of Report

Chapter II presents the findings on DPL usage and nonusage by citizens, business, and government. The question of why they use, or fail to use, DPL services then is addressed: Chapter III profiles the knowledge and attitudes of the three segments concerning DPL, and Chapter IV explores the character of the information needs that prompt different segments to use DPL and other information sources. Finally, the principal recommendations growing out of this study, along with some suggestions for implementing the recommendations, are included in Chapter V.

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CHAPTER II

LIBRARY USE AND NONUSE

This chapter treats the following question: How many people of what types make what uses of the Denver Public Library with what frequency? The analysis is presented by major population segment: citizens, business and government. Users are defined as those persons or organizations whom respondents claim used a DPL service at least once during the past twelve months.

Citizen Users/Nonusers

How many citizens of what types? Employing the "DPL user" definition just given, roughly one out of two (53 percent) of Denver's 197,000 households can be characterized as a user household. When the number of DPL users--2.2 persons--in each user household is considered, *slightly over two in five (43 percent) of the City's 530,000 residents use DPL services.*

The following profile of these users emerged during data analysis. On a proportionate basis, *DPL citizen users are more likely to be young, well-educated, married, caucasian women in households whose annual earnings total $9,000 or more.* Citizen users also tend more often than nonusers to own their own automobiles, to be more active in community life, and to vote more frequently in municipal elections. Finally, DPL citizen users rely far more heavily than nonusers on newspapers, and much less heavily on television, as major sources of information about what is happening in the world. (Relevant data regarding DPL citizen users and nonusers are presented in Tables D1-3, Appendix D.)

Thus, *the citizen "public" that the DPL serves consists primarily of Denver's upper-middle class,* a situation that is true for many other large metropolitan public libraries (Berelson, 1950; Martin, 1969; Mendelsohn, 1967; Warner, Murray and Palmour, 1973).[1]

The lower income citizens, whose household annual earnings total less than $9,000, appear to use the DPL in disproportionately lower numbers because they are less literature dependent, more inclined to obtain information from television, less well-educated, and less mobile than middle income families.

Use what DPL services? Of all DPL services, *(a) the circulation of books and other documents for home use, and (b) the operation of reference services to look up particular facts represent by far the major*

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[1]References are listed on the final page of this report.

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public services provided. Three out of four household users cited document circulation, and two out of three mentioned reference services, although rather sharp differences exist on these points when comparing usage of the main DPL downtown facility with the use of branch locations (see Table 1 below and Table D4 in Appendix D).

A number of DPL household services seem surprisingly underutilized, including bookmobiles, files of newspaper clippings, films, and special programs. Least used of all are DPL-provided meeting facilities, tapes and cassettes, and large print books. With regard to large print books for people who have serious eyesight problems, the relatively low level of usage is not difficult to understand: the Denver citizens who cannot see well enough to read make up less than .01 percent of the 530,000 residents of the City and County. This finding points up the fact that relatively little use of a DPL service does not necessarily equate with its unimportance: importance should be understood in terms of the proportion of usage by the population segment(s) that can be expected to benefit from the use of the service.

TABLE 1

COMPARISON OF MAIN DPL FACILITY WITH BRANCH FACILITIES ON SEVEN MOST-USED HOUSEHOLD SERVICES (IN PERCENT)

DPL HOUSEHOLD SERVICE	TOTAL USAGE (N=183)*	DPL LOCATION	
		Main (N=100)	Branch (N=83)
Lending books, magazines and other publications	76%**	68%	85%
Reference section to look up particular facts	66	78	53
Back issues of magazines for reference	35	38	31
Photocopying machines for public use	34	33	36
Lists of materials on a topic	34	39	28
Obtaining materials for you from other libraries	34	18	30
Information given over telephone	31	32	29

*183 DPL users were identified in the Denver household survey.

**Read: Seventy-five percent of all DPL citizen users borrow books, magazines, and other publications; 25 percent of the DPL users do not use this service.

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Besides the DPL there are various other sources where residents can go for information. In this survey, citizens were also queried regarding their use of eleven other major information sources in addition to the DPL. The findings reveal that no significant differences exist between men and women in terms of their use of the other information sources, including DPL. Major differences exist, however, among Denver citizens when compared on the basis of race, household income, years of formal education and age.

White and black Denverites most frequently use the mass media to obtain needed information; Spanish Americans, in sharp contrast, depend much more on locally available authorities and experts for information and guidance.

The data point up the fact that the DPL is a major information source to all three segments of the Denver population (see Table D5, Appendix D). It is interesting to note that regardless of race, Denverites strongly prefer using DPL to all other types of libraries operated in metro Denver.

A strong correlation exists between household income and the variety of information sources used: the higher total household income, the greater the variety (see Table D6, Appendix D). Only one-half of the lowest income households report using DPL, whereas four out of five of the highest income households frequently use the Public Library.

A strong association exists between number of years of formal education and the variety of information sources Denverites use to obtain information (see Table D7, Appendix D). The better educated depend far more heavily on many more sources, including DPL, than the less well-educated.

Denver citizens aged 65 or older generally do not use DPL as heavily as persons in younger age groups. On a proportionate basis, only two out of five older citizens use DPL, compared to roughly three out of four DPL users in the 18-64 age groups (see Table D8, Appendix D).

With what frequency? For analytical convenience, DPL use frequency is divided into two categories: frequent use (11 or more times during the past 12 months) and infrequent use (from one to ten times). *The largest proportion of frequent users are caucasian women in families owning two or more cars who prefer to use the main DPL location in downtown Denver.* The data in Table D9, Appendix D, suggest that no significant differences exist between infrequent citizen users and nonusers in terms of sex or preferred DPL location. (Table D10, Appendix D, presents detailed breakdowns on Library use and nonuse.) Nonusers, however, differ from users--infrequent or frequent--in two important areas: race and mobility. *Citizen nonusers tend disproportionately to be Spanish Americans owning one automobile.* Not surprisingly, DPL cardholders are much heavier users of the Library than noncardholders. Four out of five cardholders use

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the Library, whereas only one out of eight noncardholders use DPL. (Additional data concerning cardholders are shown in Table D11, Appendix D.)

Why citizen nonuse? Citizens not using the DPL in the past 12 months cited *four main reasons: usually too busy to use a library (34 percent); never think of going to the Library (23 percent); not having a Library card (21 percent); and not reading very much (19 percent).* Only a very small percentage (i.e., fewer than ten percent) mentioned such reasons as paying fines, not being able to get to the Library, inconvenient hours, or being able to get wanted books from non-DPL sources. No one mentioned having problems with Library personnel, poor telephone response, or feeling uncomfortable or embarrassed. (See Table D12, Appendix D.)

Business Users/Nonusers

How many firms of what types? *Approximately one in four (27 percent) of Denver's 26,000-plus firms use the DPL.* The data reveal that, on a proportional basis, *DPL business users are smaller (employing fewer than 251 employees), rather than larger, and operating mainly in the service and retailing/wholesaling industries* (see Table 2).

Despite their numerical dominance, service and retailing/wholesaling firms, many of which employ fewer than 25 persons, are substantially underrepresented among DPL business users considering the proportions of firms within both industries which currently use DPL services (see Table 3). This finding may reflect a basically different dependence on literature among Denver firms. DPL business users may simply require more literature to conduct their day-to-day work. Alternatively, these data may result from DPL initiatives to attract only certain segments of the total business community to the ranks of Public Library users.

Another fact related to DPL business use is worth noting: *the longer-established firms--those that have been located in Denver for ten years or more--are substantially heavier DPL users (by a two to one ratio) than more recently located firms.* This finding may reflect the smaller size and highly specialized nature of many new firms, plus their lack of sufficient resources to become familiar with and use local information sources. It also may involve a lack of attention by appropriate DPL personnel to the task of contacting younger firms and/or providing them with adequate user-orientation materials.

Business dependency on DPL vis-a-vis locally available information sources varies dramatically by size of firm. The data in Table E1, Appendix E, reflect a substantial difference between large and small firms in their use of DPL services: *DPL ranks as second most depended-on source of external information for large firms, but only fifth most-used by smaller firms.* Large firms place only business and trade publications ahead of DPL among a set of 12 major external information sources. Small firms rank DPL fifth in use after business and trade

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publications (which they, like large firms, also list as most-used), equipment suppliers, business and trade associations, and academic and scientific groups in that order.

Another interesting finding related to DPL business usage: *DPL business users are much more reliant on other external information sources than DPL nonusers.* DPL services cannot be considered "competitive" with other locally available information sources: heavy DPL users often are heavy users of other sources.

Use what services? If usage of a service is accepted as a guide to its relative value to a client, then *Denver businesses find two DPL services most valuable: the provision of business and industry directories, and lending books related to different business fields.* Interestingly, only two in five of the firms using DPL services request assistance in finding extensive information; and fewer still, only one in four, seek DPL help in answering short, factual questions. Least used among the 17 DPL business services examined are the loaning of 16 mm films: only seven percent of the business firms using other DPL services borrow films, and then only rarely. (Table E2 in Appendix E presents additional data on the usage of 17 business services operated by the DPL.)

With what frequency? Sharp differences exist among large and small DPL business users on the frequency with which they use different Library services. The data in Table E3, Appendix E, suggest strongly that *large firms are the only regular users of DPL services.* Large firms listed five DPL services as "regularly used": providing catalogues and indices (31 percent of the large firms use this regularly); lending science and engineering books (22 percent); circulating government documents (21 percent); furnishing science and engineering magazines (20 percent); and supplying self-service copying machines (20 percent). Of these five services, 16 percent of the small firms listed DPL's lending of science and engineering books as the only one they use regularly.

Not surprisingly, small firms (12 percent all told) are the only ones to list themselves as regular users of DPL-furnished business and industry directories. Most firms purchase such documents for routine, in-house use since they often are essential in conducting business.

Why business nonuse? *Lack of awareness of what DPL services are available stands out as the most significant reason why more Denver businesses do not use the Public Library.* Forty-six percent of the nonusers gave this as their prime reason. Size of firms was not significant on this point.

Government Users/Nonusers

How many agencies of what types? *Seven out of ten local government agencies use DPL* during the course of their work. *DPL government users are small agencies working in the planning and management (31*

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TABLE 2

DENVER BUSINESS USAGE/NONUSAGE OF DPL SERVICES DURING THE PAST 12 MONTHS (IN PERCENT)*

DEMOGRAPHIC CHARACTERISTIC	BUSINESS		TOTAL DENVER BUSINESSES
	Users	Nonusers	
Type of Industry			
Services	35%	28%	30%
Retail/Wholesale	28	44	39
Finance/Insurance/Real Estate	17	8	10
Manufacturing	7	3	4
Other	13	17	17
Number of Employees			
< 25 (Small)	87**	98	95
25-250 (Medium	12	2	5
251 or more (Large)	1	***	***

*Footnote number 2 in Table E1, Appendix E, explains the basis for calculating these percentages.

**Read: Eighty-seven percent of DPL business users employ fewer than 25 employees.

***Percentage is less than .5.

TABLE 3

PERCENT OF DENVER BUSINESSES WITHIN EACH SIZE AND INDUSTRY CATEGORY USING DPL SERVICES DURING THE PAST 12 MONTHS

TYPE OF FIRM	BUSINESS*	
	User	Nonuser
Industry		
Manufacturing	51%**	49%
Finance/Insurance/Real Estate	45	55
Services	32	68
Other (except retail/wholesale)	22	78
Retail/Wholesale	19	81
ALL INDUSTRIES	27	73
Number of Employees		
< 25 (Small)	25	75
25-250 (Medium)	70	30
251 or more (Large)	69	31
ALL SIZES	27	73

*Footnote number 2 in Table E1, Appendix E, explains the basis for calculating these percentages.

**Read: Fifty-one percent of the manufacturing firms located in Denver use DPL services.

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percent) and public protection (16 percent) areas (see Table F1, Appendix F). The smallest number of users are larger agencies in the areas of public transportation (four percent) and welfare (four percent).

An interesting series of discrepancies exists when the question is raised about the use of DPL services within each of the mission areas. Thus, for example, *100 percent of the welfare agencies use DPL, while only 82 percent of the planning and management agencies are listed as DPL users.* An even greater disparity exists in the public protection agencies, where only 54 percent of the public protection agencies are DPL users. (Relevant data are presented in Table F2, Appendix F.)

Use what services? *Government agencies most often use DPL's document lending service (89 percent), and the Library's supply of catalogues and indices (88 percent).* The data in Table F3, Appendix F, suggest that *a majority (58 percent) of the government users find much use for the Municipal Reference Service and for the telephone request service.* Among the least-used DPL services, government's relative nonuse of interlibrary loans, the delivery of library materials, and routing lists of new government documents should be noted.

With what frequency? *Larger agencies (those employing 200 or more persons) are proportionately the most frequent users of DPL services.* Twice the proportion of large agencies compared to medium and small agencies used DPL services over ten times during the past 12 months.

Why government nonuse? Two reasons are given most frequently for government nonuse: *simply no need (47 percent) or not knowing what services are available (37 percent).*

Summary

Denver Public Library usage and nonusage by three segments of the City of Denver population--citizens, business, and government--have been presented. *Across all three segments, it appears that usage is concentrated in the large subgroups of each segment.* Thus, the "publics" served are the ones controlling the greatest amount of resources. *The most popular DPL services expectedly involve the lending of documents and the provision of reference services. The single most important reason for nonuse is lack of knowledge about what DPL services are available.* Just how significant is this lack of awareness? Chapter III addresses this question.

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CHAPTER III

PUBLIC KNOWLEDGE AND ATTITUDES

Understanding what Denverites know about the public library and how they feel about what they know is a vital first step toward deciding what actions might be taken to make DPL a more vital information resource to different segments of the community. Decisions within different segments to use or not to use DPL are dependent fundamentally on what people know and feel about the Library. Individuals in any segment of the Denver population are not likely to try out or continue to use the Public Library if they are unaware of what services are available or are disgruntled with the quality of services that are provided.

Familiarity with DPL Services

What do citizens know? *The data reveal a fairly widespread lack of awareness among citizens concerning what specific Library services are available.*

In reviewing ten special DPL programs and services, for example, the majority of citizens sampled had never heard of any of the programs (Table 4). In the best cases, 42 percent had heard of the Library's Vacation Reading Program, 36 percent of the Black Awareness Program, and 32 percent of the Right to Read Program. In the worst case, 94 percent had never heard of the Portfolio Strategy Today Program. Many of these programs, of course, are targeted for very special citizen subgroups, a fact reflected in the use data in Table 4. Any decision concerning the significance of low general public awareness must be conditioned by that fact.

Major differences were found between different racial and age groups regarding their awareness of and participation in DPL's ten special programs. A substantially higher proportion of black citizens, for example, are aware of the Black Awareness Program than either white or Spanish American citizens (see Table D13, Appendix D). Middle aged citizens tend to know more about and participate in these programs than either younger or older citizens (see Table D14, Appendix D).

No significant difference in terms of program awareness or use were found between men and women in this survey with one exception, the Vacation Reading Program, where nearly twice as many women as men have heard of or participated in this program. Middle-to-upper income families tend to be more aware of and interested in these programs than do lower income families; similarly, levels of awareness and participation are much higher among the segment of Denver's population having over 12 years of formal education.

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TABLE 4

CITIZEN AWARENESS AND USE OF TEN DPL SPECIAL PROGRAMS
(IN PERCENT)

SPECIAL CITIZEN PROGRAM	FAMILIARITY AND USE	
	Heard Of (N=475)	Used (N=475)
Vacation Reading	42%*	18%
Black Awareness	36	3
Right to Read	32	4
Colorful Colorado	30	2
Viva Mejicano	18	1
College Level Examination	18	3
Focus on Mental Retardation	17	2
Bi-Culturalism	15	1
On Your Own	14	5
Portfolio Strategy Today	6	**

*Read: Four in ten of the citizens surveyed had ever heard of DPL's Vacation Reading Program

**Percentage did not equal or exceed .5.

Citizens using DPL services differ markedly from each other in terms of their familiarity with the full range of DPL services. *The most familiar services, which also are the most heavily used, are document lending and reference services.* Nine out of ten citizens are familiar with document lending, and three out of four use this service. At the other end of the scale, *the least familiar services are providing meeting rooms for people and typewriters for public use.* (Relevant data are presented in Table D15, Appendix D.)

What do business people know? *Roughly two-thirds (68 percent) of all business respondents in this survey claimed they are "not at all familiar" with DPL business services.* Business lack of awareness is particularly prominent among smaller firms, many of which are located in the retail/wholesale and service industries (Table 5).

What do government agents know? Government familiarity with DPL services varies by agency mission and physical proximity to the main downtown DPL location, but not by number of employees (see Table 6). *The most knowledgeable government agencies appear to be those in the areas of planning and management, parks and recreation, and public protection, many of which are located geographically near DPL's downtown facility.* Ranking as least familiar with DPL services are agencies in the health and hospitals and public transportation areas.

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TABLE 5

FAMILIARITY OF DENVER BUSINESSES WITH DPL SERVICES
BY SELECTED CHARACTERISTICS (IN PERCENT)*

SELECTED CHARACTERISTICS	FAMILIARITY		
	Not At All	Fairly	Very
Type of Industry			
Retail/Wholesale	77%**	23%	--%
Services	63	37	--
Financial/Insurance/Real Estate	56	26	18
Manufacturing	50	50	--
Other	67	22	11
Number of Employees			
251 or more (Large)	46	42	12
≤250 (Medium/Small)	68	28	4

*Footnote 2 of Table E1, Appendix E, explains the basis for calculating these percentages.

**Read: Three-fourths of the respondents contacted in retailing and wholesaling firms claimed they are not at all familiar with what services DPL provides to the business community.

TABLE 6

FAMILIARITY OF DENVER GOVERNMENT AGENCIES WITH DPL SERVICES
BY SELECTED CHARACTERISTICS (IN PERCENT)

SELECTED CHARACTERISTICS	FAMILIARITY		
	Not At All	Fairly	Very
Mission Area			
Public Transportation	100%	--%	--%
Health/hospitals	83	17	--
Public works	62	30	8
Urban renewal	50	50	--
Welfare	50	50	--
Public protection	33	67	--
Parks and recreation	25	50	25
Planning and management	23	59	18
Proximity to DPL			
Outside Civic Center	56	39	5
Within Civic Center	33	52	15

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Attitudes Toward DPL

How do citizens view the DPL? *Most citizens regard the Denver Public Library as a convenient organization to get to, but one that is cold, unfriendly, unpleasant to visit, and not a place where it is easy to get what is wanted.* Citizens generally did not select such adjectives as cheerful, efficient, modern, fun, or stimulating to describe the Library. (Relevant data are presented in Table D16, Appendix D.)

Lower income citizens, particularly those households with total annual earnings between $5,000 and $10,000, tend to have a more negative image of DPL than those in higher income households. (See Table D17, Appendix D.)

Thirty-eight percent of Denver's white citizens describe DPL as usually having what they want; in sharp contrast, substantially fewer blacks and Spanish Americans express this feeling (see Table D18, Appendix D). The data in Table D19, Appendix D, reveal that younger and older citizens, in contrast to middle-aged Denverites, are more predisposed to think of the DPL as an "unfriendly" organization.

Only one major difference exists between men and women in their views of the DPL: women are more inclined than men to describe DPL as a "friendly" organization. The better educated also tend far more than the less well-educated to express stronger positive and negative feelings about the DPL.

Despite their feeling that the Denver Public Library is not an enjoyable place to visit, nevertheless just *about eight in ten (78 percent) of the citizen users give the Library an overall "excellent" rating for the services it is providing.* The Library excels in three particular areas according to most citizen users: the helpfulness and expertness of personnel, having specific materials that are wanted, and the wide variety of services that are offered. Citizen users who give the DPL a performance rating below excellent cited some 46 reasons for doing so. The largest portion (33 percent) of their difficulties relate to a perceived inadequacy of materials and services; the remainder of their reasons for lower ratings are scattered across nearly two dozen categories and do not appear to represent serious problems. Tables D20-22, Appendix D, provide further information on Library ratings by age, race, and income characteristics.

How does business view the DPL? *Just under one-half (45 percent) of the firms using the DPL during the past 12 months give the Library an overall excellent rating for services rendered.* The data in Table 7 underline the fact that business ratings of DPL performance differ sharply across different industries: *Firms in retailing and wholesaling, finance, and service industries are much more pleased with DPL services than manufacturing companies and firms in other industries.* Not surprisingly, firms that report consistent satisfaction with DPL services give the Library much higher overall ratings than less satisfied firms.

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This finding is somewhat ironic in the sense that retailing and wholesaling firms are substantially underrepresented among DPL business users considering the relatively large number of such firms (see Table 3, Chapter II). Manufacturing firms, in contrast, are the best represented category, percentagewise, of Denver firms and they tend to regard DPL's performance as being only fair. *Their most frequently mentioned reason for giving the DPL lower performance ratings is their own insufficient knowledge about what the Library is doing.* In a few cases, businessmen commented that they feel their information needs are so specialized that no public library--DPL or otherwise--could meet their requirements.

TABLE 7

DENVER BUSINESS RATINGS OF DPL PERFORMANCE
BY SELECTED CHARACTERISTICS (IN PERCENT)*

SELECTED CHARACTERISTICS	PERFORMANCE RATING		
	Excellent	Fair	Poor
Type of Industry			
Retail/Wholesale	61%**	36%	3%
Financial/Insurance/Real Estate	57	43	--
Services	49	49	2
Manufacturing	1	98	1
Other	1	99	--
ALL FIRMS	45	53	2
Satisfaction with Previous Services			
Always satisfied	66	34	--
Not always satisfied	25	73	2
ALL FIRMS	45	63	2

*Footnote 2 in Table E1, Appendix E, explains the basis for calculating these percentages.

**Read: Three-fifths of the retail/wholesale firms using DPL services give the Library an overall excellent rating for services rendered.

How do government agencies view the DPL? Overall DPL ratings by City agencies produced the following evaluation profile: *Highest DPL performance ratings by government users come from small-to-medium-sized agencies whose missions mostly are in the areas of parks and recreation, public protection, and planning and management.* Lowest ratings came from agencies geographically remote from the main DPL location, whose responsibilities fall mostly in the areas of public works, public transportation,

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and welfare. Predictably, agencies whose employees are "always satisfied" with DPL services give the Library significantly higher performance ratings than agencies that are not always satisfied (Table 8).

The prime reasons given for "excellent" ratings by government users revolve mainly around the competence and friendliness of Library staff. Lower ratings were explained principally as stemming from *lack of knowledge of what services DPL provides* or that specialized information needs in areas like law, data processing, and medicine are not met by the Library. Commenting on his low rating of DPL performance, one government employee observed, "Our rather limited use probably results from a lack of knowledge of what services are available. The Denver Public Library is not doing a particularly strong job of informing City agencies regarding their services."

Summary

In the effort to assess the status of Public Library services in Denver, it is essential to understand why people use or fail to use services that are offered. Decisions to use Library services are based partly on what different segments of the population know about what services are available, and how they feel about those services. *The central finding reported in this chapter is that fairly widespread lack of awareness throughout all three segments of the community--citizens, business, and government--concerning what services DPL provides.*

Factors other than people's knowledge and attitudes concerning DPL affect their decisions to use the Public Library or any other information source. One of the most significant factors is the character of their information needs, the subject treated in the next chapter.

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TABLE 8

GOVERNMENT USER RATINGS OF DPL PERFORMANCE
BY SELECTED CHARACTERISTICS (IN PERCENT)

SELECTED CHARACTERISTICS	PERFORMANCE RATING		
	Excellent	Fair	Poor
Agency Location			
In Civic Center	62%*	29%	9%
Outside Civic Center	42	54	4
ALL LOCATIONS	54	40	6
Number of Employees			
<50 (Small)	57	38	5
50-200 (Medium)	53	35	12
>200 (Large)	42	58	--
Satisfaction with Previous Services			
Always satisfied	78	22	--
Sometimes satisfied	43	50	7
Hardly ever satisfied	--	50	50
Mission Area			
Parks and recreation	71	29	--
Public protection	67	33	--
Planning and management	67	27	6
Urban renewal	54	40	6
Health and hospitals	50	50	--
Public works	43	57	--
Public transportation	--	100	--
Welfare	--	100	--

*Read: Roughly three-fifths of the agencies in the Civic Center who use DPL services rate the overall performance of the Library as excellent. The basis for calculating these percentages is the number of agencies responding to each question.

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CHAPTER IV

INFORMATION NEEDS

Determining who in Denver needs what kinds of information is not an easy task, although it is an essential one for planning future public library services. The central difficulty in this area is that people quite often are unable to say what information they need; frequently, in fact, they do not even know how to state the problem or reason that lies behind some need they feel to obtain information.

Profiling Denver's information needs was approached through a two step process. First, people at home and at work were asked just what types of information they ordinarily want and use; their routine use of, say, scientific and technical information would indicate a continuing need for that particular type of information.

Second, efforts were made to identify barriers people confront in their attempts to obtain information. Such barriers can provide important clues to information need in the sense that they are interrupting to the need-defining process itself. In other words, information needs often are clarified in the very act of seeking information. To the extent that the search activity is delayed or frustrated by whatever barrier, the process of understanding what information is needed can be frustrated.

Information Wants

What information do citizens want? *News and current events, medical and health care, and consumer products and services are the topics about which Denver citizens most often want information* (see Table 9). These topics are followed in close succession by home repairs, music for enjoyment, education, and gardening.

The survey revealed significant, but not surprising, differences among Denver citizens on four selected consumer oriented topics about which they want information (see Table D23, Appendix D). The strongest demand for money management and budgeting guidance, for instance, comes from black and Spanish American women aged 18-20. In the area of what to do when cheated, Spanish Americans voice a much greater concern than either whites or blacks. Retired and elderly citizens show much less interest in these subjects, perhaps because they have already solved the problems inherent in the need for information on these topics.

What information does business want? *Larger firms express consistently higher demand than smaller firms for all classes of work-related information,* but are particularly dominant in the areas of scientific and technical, management, and governmental information. These findings

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TABLE 9

CITIZENS' MOST FREQUENTLY MENTIONED AREAS
OF IMPORTANT INFORMATION NEED (IN PERCENT)

TOPICAL AREA	TOTAL (N=475)
News and current events	40%*
Medical and health care	36
Consumer and shopping information	35
Consumer information on products	35
Home repairs	32
Music for enjoyment	32
Education	31
Gardening	31
Investing money	30
Taxes	29
Crafts	29
Nutrition and diet information	28
Personal legal	28
Special TV programs	27
Weather conditions and forecasts	27
What to do when you get cheated	27
Information on political candidates	26
General self-improvement	26
Ecology	26
History of Colorado	26
Available movies/plays/concerts	26
Social security	26

*Read: Four in ten of the citizens surveyed mentioned news and current events as an important topic about which they want information.

undoubtedly are due primarily to large firms' more extensive division of labor, and greater resource control.

The type of industry of which a firm is a part also provides an important indicator of business information need. *Manufacturing firms, for instance, create the strongest demand for all types of business information* (see Table 10). Financial, insurance, and real estate firms, however, concentrate their demand in the categories of government, management, and financial information. Retailing and wholesaling firms, which display the lowest overall demand for business-related information, nonetheless share other firms' need for scientific and technical, and marketing information.

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One measure of business concern over the problem of meeting information needs is the fact that *roughly four in ten (43 percent) of all firms maintain some form of library or other type of information center.* Interestingly, three-fourths of the firms using the DPL maintain an in-house library of their own. This suggests that a firm's use of the Public Library often complements rather than competes with employees' use of an in-house library.

What information does government want? Since local government agencies are involved in almost all facets of Denver's community life, those agencies collectively require an enormous amount and variety of information. *Local government agencies most frequently need census and demographic data, followed in order by information on budgets and finances, legal matters, personnel management, physical planning and development, environmental concerns, and public administration.* Government's least frequently mentioned information needs occur in the areas of technological development, minority economic development, consumer affairs, and voting.

Eighty-six percent of Denver's government agencies maintain their own library or other type of information center. This suggests that very substantial resources are committed to information processing (i.e., acquiring, storing, retrieving, using information) by these agencies. Behind such investment, of course, lies the widespread array of government's evolving information needs.

Barriers to Obtaining Information

Learning what information is needed often becomes a cooperative problem-definition and searching activity involving both end users and the people operating information services. Citizen, business, and local government usage of the Denver Public Library was examined in Chapter II; so, too, were the reasons given for nonuse of this community information service. While the findings reported below summarize both user and non-user difficulties with information sources in general, they echo the now-familiar difficulties reported initially in Chapter II and repeated in Chapter III.

The primary reason Denverites give for not using potentially relevant information sources is simple ignorance: not knowing what information exists, or who has it, or how it can be obtained. Six out of ten Denver business firms, for instance, cite inadequate knowledge of information sources as a major concern, whereas only four in ten mention not having enough time, and one in four find it too inconvenient to use external information sources.

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TABLE 10

SOME FACTORS RELATED TO THE TYPES OF INFORMATION THAT DENVER BUSINESSES OFTEN OBTAIN FROM LOCAL INFORMATION SOURCES (IN PERCENT)*

SELECTED FACTORS	INFORMATION CATEGORY					
	Science Technology	Management	Government	Marketing	Advertising, Public Relations	Finance
Industry						
Manufacturing	51%	51%	50%	49%	49%	49%
Retail/ wholesale	37	16	9	35	11	6
Finance	35	63	80	35	37	61
Services	32	14	13	7	13	6
Other	67	11	11	11	--	22
Number of Employees						
>250	66%**	57%	39%	31%	22%	19%
1-250	40	21	20	23	14	16

*Footnote 2 of Table E1, Appendix E, explains the basis for calculating these percentages.

**Read: Two-thirds of the Denver firms employing over 250 employees require scientific and technical information to do their work.

Compared to the widespread lack of awareness, therefore, other difficulties appear to be much less significant. This does not mean such difficulties are trivial; on the contrary, they must become matters of paramount concern to managers of information services once the knowledge barrier has been broken.

Summary

This review of citizen, business, and government information needs grew out of two procedures: first, learning what information is most wanted by people at home and at work and identifying barriers they encounter in the process of defining and obtaining the kind of information

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they want. Citizens most often want information about news and current events, medical and health care, and consumer products and services. For business firms, the most mentioned areas of need are science and technology, management, and government activities (e.g., regulations, laws). For government agencies, the greatest demand is for census and demographic data, plus information on budgets, legal matters, personnel management, and physical planning and development. The prime barrier to adequate definition and resolution of Denver's information needs is a widespread lack of awareness of what information exists, who has it, and how it can be obtained. Some recommendations for making the Denver Public Library a more useful community resource in resolving these problems are presented in the next chapter.

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CHAPTER V

STRENGTHENING THE DPL AS A COMMUNITY INFORMATION RESOURCE

Numerous ideas for strengthening the Denver Public Library's position as a community information resource emerged during this project. The ideas are divided here into two categories: (a) those dealing with DPL's fairly low profile in the three community segments examined; and (b) those related to the possible introduction of several new Library services currently under consideration.

Upgrading DPL's Visibility

The study results clearly show that *citizen, business, and government awareness of potentially useful DPL information services is low.* This finding is not unique to the Denver Public Library. Recent surveys of public library use by Block (1970), Mendelsohn (1967, 1968), Meyer (1969), Parker (1973), Voos (1969), and Warner et al. (1973) point out the generally low visibility of major metropolitan public libraries.

Recommendation 1: DPL management should review the nature and scope of Library efforts to familiarize Denver citizens, business firms, and local government agencies with Library services. The review, among other things, should identify what promotional activity occurs, who is involved, what current and potential user segments are reached by which media, how those segments react, and how much the activity costs the Library. Once strengths and weaknesses in current familiarization efforts are pinpointed, appropriate action should be developed and implemented to overcome the lack of familiarity with DPL services currently existing in Denver. The business sector may offer the most promising opportunities for fulfilling unmet needs.

Recommendation 2: Librarians responsible for managing major DPL services should place greater emphasis on identifying just who in the Denver population can benefit from operation of their services. It is desirable of course, that any Denver citizen should be able to use any service provided by the Library. Only a small proportion of the population, however, will find any particular Library service to be of interest at any point in time. The point of this recommendation is not to get program managers to serve only a limited, restricted segment of the taxpaying public; rather, the point is to improve the librarians' understanding and service of the segments that can reasonably be expected to be interested in given programs. Improved understanding implies such things as knowing what information services a given segment is likely to use, how much time and energy that segment devotes to obtaining specific kinds of information, and what difficulties they encounter in the process. Developing techniques to carry out this recommendation would require a special effort by Library

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management. If implemented well, these techniques should enable program managers to set reasonable goals--within their resource limitations--for serving more clients more adequately.

Recommendation 3. Three special DPL consulting committees--one representing households, another business, and the third government--should be established on an experimental basis to provide assistance in evaluating the quality of current services, and in generating ideas for upgrading present services or adding new services. These user feedback panel members could be paid a minimal fee as consultants and chosen on a stratified, but random, basis to represent a reasonable cross-section of each major segment. For example, the citizen user panel could consist of enough householders to represent proportionately the major age, income, racial, and sex subgroups in the Denver population. The reasons for considering payment of a minimum consultant fee are to recognize their expert knowledge in very specific areas, and to enhance their motivation for participating in this project. The use of such committees might be tried on an experimental basis, perhaps for a period of one year, to test the utility of this concept as a means for providing Library management with feedback and new ideas.

New Library Services Currently Under Consideration

To assist DPL management in planning for future Library services, members of all three population segments were asked during the surveys to review and assess the potential utility of several possible new services.

The establishment of a consumer referral service is by far the most popular potential service. A majority (54 percent) of the citizens interviewed said they would use such a service if it were introduced. Least appealing of the potential citizen services considered are the babysitting (22 percent would use) and the leased wire news services (14 percent). See Table D24, in Appendix D.)

Spanish American citizens exhibit a much stronger interest than either white or black citizens in many of the potential DPL services (see Table D25, Appendix D). This is particularly true of their expressed willingness to use a consumer referral service and catalogues of DPL holdings of a general nature. The data also point up substantially greater interest in the new services among younger Denverites (Table D26, Appendix D), and persons with more years of formal education (Table D27, Appendix D). Major differences among different income groups exist only for two potential services: Citizens in households with annual incomes totaling $15,000 or more express much stronger interest than others in a possible consumer referral service and the introduction of several telephone numbers where people can be connected

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directly with specific DPL departments without first having to go through the central switchboard. No major differences exist between men and women on the array of possible new DPL services.

Major differences exist between current DPL business users and nonusers on the potential utility of possible Library services. Predictably, *current business users see significantly greater usefulness than nonusers in such possible services as providing fee-paid literature searches, assigning a library specialist to assist the business community, and developing a current awareness program. Current business users also would be quite willing to give the Library copies of company-produced documents, as well as surplus publications; three out of five of these users approve the idea of the Library providing Denver businesses with orientation brochures.* (See Tables E4-6 in Appendix E.)

Most (86 percent) of the government agencies would find Library orientation brochures useful. They also would be interested in having a library specialist assigned to deal with government agencies, and in seeing the DPL established as a data bank clearinghouse on urban problems. They would not find useful late evening or extended weekend services. (See Table F4 in Appendix F.)

Recommendation 4. DPL management should delay for one year implementation of any of the possible future services reviewed during this survey. The primary reason for this recommendation is to provide the lead-time that will be needed to implement the first three recommendations made above; furthermore, it would permit Library managers who would be responsible for introducing the new services to integrate the new with the old in a meaningful way.

Recommendation 5. DPL management should introduce any of the proposed new services strictly on an experimental basis to allow for appropriate cost-benefit analysis. Treating the proposed services as "experiments" will emphasize two important matters: (a) that the objectives, intended users, and cost-benefit measures will be agreed upon before hand; and (b) that the mere initiation of a service will not guarantee its continuation. The intent of this recommendation is to develop a realistic basis for assessing the impact of any new service. As with many institutions, libraries generally have tended to introduce new services with great expectations and to allow them to continue (a) without adequate evaluations and (b) without termination once they have outlived their usefulness. This recommendation is particularly critical considering the trends in inflation and professional salaries. Experimental introductions of new programs can increase appreciably the potential for improving the Denver Public Library's position as an important community information resource.

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APPENDICES

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APPENDIX A

INTERVIEW GUIDE AND DATA FOR CITIZEN SURVEY

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COLORADO SEMINARY
UNIVERSITY OF DENVER
DENVER RESEARCH INSTITUTE
UNIVERSITY PARK • DENVER, COLORADO 80210

Industrial Economics Division

TOWN/PRECINCT #: _____
BLOCK/SEGMENT #: _____ ADDRESS:_____ APT #: _____

CALL RECORD

Call Number	1	2	3	4	5	6	More (specify)
Hour of the day (plus AM or PM)							
Date							
Day of week							
Results							

"Hello, my name is _____. I'm a public opinion interviewer with Research Services, Inc. We're making a survey about people's information needs and interests, and I'd like to ask you . . . ."

1. As you know, different people need or want different types of information for a variety of reasons. On each of these cards (HAND CARD BOX) there is one specific type of information. Would you please look through these cards and pick out the kinds of information that you consider important for you to have at one time or another. Please hand me each card you select so that I can record it.

   (INTERVIEWER: Circle card #'s, 1 through 84, on the next two pages as they are handed to you. Then . . . when respondent completes the sorting process, ask Question #1a below for each item circled.)

1a. Now on this card (HAND CARD A) there are various sources where one can go for different types of information. I am going to read back to you the information categories you selected. For each category I read please tell me which sources you would normally go to to get the information you want. You can name as many sources as apply.

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(INTERVIEWER: Place an "X" in the boxes corresponding to the letters A through L next to each circled card number.)

1. Sex and marriage information
2. Consumer and shopping information
3. Medical and health care
4. Home money management; family budgets
5. Indoor games; hobbies
6. Family counseling
7. Genealogy; family history
8. Nutrition and diet information
9. Children's education/schools
10. Raising young children
11. Raising teen-age children
12. General self-improvement
13. Taxes
14. Consumer information on products
15. Personal legal information
16. Stock market reports and information
17. Investing money
18. Social security
19. Local ordinances
20. How to start a business
21. What to do when you get cheated
22. Raising animals and pets
23. Gardening
24. Crafts
25. Cooking, baking
26. Repairs around the house
27. Automobile repairs
28. Basic construction/building skills
29. Furniture construction and refinishing
30. Driving an automobile or other vehicle
31. Outdoor games and sports
32. Beginning or improving a skill like photography or playing a musical instrument
33. Interior decorating
34. News and current events
35. Weather conditions/forecasts
36. Upcoming special TV programs
37. Available movies/plays/concerts
38. Lectures on current events or the arts
39. Best-selling fiction
40. Best-selling nonfiction
41. Music for enjoyment
42. Music scores to play
43. Recent movies to watch
44. Movie classics to watch
45. Fiction books (not current)
46. Nonfiction (not current)

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47. Grahpic arts/paints/prints
48. Entertainment for children
49. Special TV programs
50. Employment procedures
51. Special jobs/careers
52. Home training courses
53. Available local training
54. Job counseling, services
55. History of Colorado and Denver
56. Public services of city/state
57. Private health and social services
58. Names of local experts
59. Locating products/services in area
60. Information regarding structure and organization of local government
61. Information regarding elected officials
62. Information regarding candidates for public office
63. Voting, registration, election information
64. Available schools and courses
65. Home study courses
66. General reference material for study
67. Translation service
68. Materials in languages other than English
69. Home study of foreign language
70. Philosophy
71. Religion
72. History
73. Literature (including poetry/drama)
74. The arts (including graphic arts/music/architecture/etc.)
75. Education
76. Psychology
77. Social sciences
78. Languages
79. Agriculture
80. Ecology
81. Information and communication
82. Technology
83. Mathematics
84. Science

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CARD A

SOURCES OF INFORMATION
[Rotate sequence of sources]

A. A public library in the city of Denver
B. A public library outside the city of Denver
C. A school, college, or university library
D. A business, technical, church, or professional library specializing in a specific subject area
E. A local museum
F. A local newspaper office or radio or TV station
G. Reference sources that already are either in your own home or in the homes of others you may know. For example, reference sources like encyclopedias, maps, dictionaries, and special books
H. Local businesses, organizations, agencies, or associations
I. Friends, neighbors, relatives, or others with whom you may come into contact daily
J. Experts, specialists, or authorities with whom you normally don't come into contact
K. Reference sources that you would go out to buy specifically for the purpose of getting this information
L. Newspapers, magazines, or radio/television programs

---

2. Are you reading a particular book--either in hardcover or paperback--at the present time? [ ] 5

1. Yes 2. No

2a. (If YES to #2) How did you happen to get that particular book--did you buy it, borrow it from the Denver Public Library, get it as a gift, or how? [ ] 6

1. Bought it
2. From DPL
3. Gift
4. Dont' know
5. Borrowed from someone
6. Other

3. Thinking back over the past three months, how many books in either soft or hardcover have you read altogether? (If NONE, skip to #4) # of books [ ][ ] 7 8

3a. How did you happen to get most of those books--did you buy them, borrow them from the Denver Public Library, get them as gifts, or what? (Indicate only one category) [ ] 9

1. Bought
2. From DPL
3. Gift
4. Don't know
5. Borrowed from people
6. Other

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4. On this card (HAND CARD B) there are a number of special programs and services that are available through the Denver Public Library. Please tell me the programs and services that you have heard of before now.

(INTERVIEWER: Put a "1" in each applicable "heard of" box.)

4a. In which of these programs have you or has anyone in your immediate family ever taken part?

(INTERVIEWER: Put a "1" in each applicable "taken part" box.)

	Heard of	Taken Part
CLEP	[ ] 10	[ ] 11
On Your Own	[ ] 12	[ ] 13
Right to Read	[ ] 14	[ ] 15
Black Awareness	[ ] 16	[ ] 17
Viva Mejicano	[ ] 18	[ ] 19
Colorful Colorado	[ ] 20	[ ] 21
Focus on Mental Retardation	[ ] 22	[ ] 23
Bi-Culturalism	[ ] 24	[ ] 25
Portfolio Strategy Today	[ ] 26	[ ] 27
Vacation Reading Program	[ ] 28	[ ] 29

5. Including yourself, children, and babies, how many individuals altogether live in this household? [ ] [ ] 30 31

5a. Would you please help me list the members of this household including yourself by first name and relationship to you in order of age. Let's begin with the oldest member of the household. . . what is his/her name?

(INTERVIEWER: List FIRST NAME, AGE, and RELATIONSHIP TO RESPONDENT below. Don't forget to LIST RESPONDENT FIRST.)

5b. (FOR EACH LISTED HOUSEHOLD MEMBER) Tell me, please, does (NAME OF HOUSEHOLD MEMBER) now have a Denver Public Library card which makes it possible for him/her to borrow books from the Denver Public Library?

6. Now would you tell me how many times over the past 12 months each member of your immediate family made use of a service which the Denver Public Library provides. Let's start with yourself.

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Name	Relationship	Q#5a Age	Q#5b 1. Has card 2. No card 3. DK card	Q#6 1. Never 2. 1-5 times 3. 6-10 times 4. 11-15 times 5. 15-plus 6. DK
_____	Respondent	[ ] [ ] 32 33	[ ] 34	[ ] 35
_____	_____	[ ] [ ] 36 37	[ ] 38	[ ] 39
_____	_____	[ ] [ ] 40 41	[ ] 42	[ ] 43
_____	_____	[ ] [ ] 44 45	[ ] 46	[ ] 47
_____	_____	[ ] [ ] 48 49	[ ] 50	[ ] 51
_____	_____	[ ] [ ] 52 53	[ ] 54	[ ] 55

(IF RESPONDENT NEVER MADE USE OF A DPL SERVICE, ASK #7.)

7. (ASK ALL WHO HAVE NOT USED LIBRARY IN PAST YEAR) Here are some reasons (HAND CARD C) people have given for not using the Denver Public Library. I'd like you to tell me which of these, if any, apply to you.

(INTERVIEWER: Put a "1" in appropriate boxes.)

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73

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CARD C

A. I don't ever think of going to the Library.
B. I'm usually too busy to use a Library.
C. The Library is just too far away for me to use.
D. There isn't much at the Library that I need.
E. I have difficulty getting materials I want from the Library.
F. Transportation to the Library is a problem for me.
G. I'd rather buy materials than borrow them from a Library.
H. If I can't buy materials I want, I usually can borrow them from someone I know.
I. I do very little reading.
J. The people at the Library are usually unpleasant or discourteous.
K. The people at the Library are not helpful.
L. The hours the Library is open are not convenient for me.
M. I use a library other than the Public Library.
N. I just don't like using a library due to all the problems like finding things, bringing them back, and paying fines.
O. The Library makes me feel uncomfortable and a little embarrassed.
P. I don't have a Library card.
Q. To tell the truth, I don't know much about the Denver Public Library and I haven't bothered to find out about it.
R. Whenever I have telephoned the Denver Public Library, I have had difficulty in getting through.

7a. Are there any particular services that you would like the Denver Public Library to provide which, to your knowledge, it does not provide at the present time? [ ] [ ]
(If YES, What do you have in mind?) 74 75

(INTERVIEWER: If NO, put "01" in boxes.)

(IF RESPONDENT ANSWERED "NEVER" IN #6, SKIP NOW TO #15.)

(New Card)

Case No.
[2] [ ] [ ] [ ]
1 2 3 4

8. I see that you have used at least one Denver Public Library service during the past 12 months. What happened most often last year--did you use the main Library in downtown Denver or did you use a branch of the Denver Public Library which is close to where you work or live? [ ] 5

1. Used main 2. Used branch

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9. (HAND CARD D) Here is a list of services that the Denver Public Library offers. Which of these were fairly familiar to you before I showed you this list?

(INTERVIEWER: Put a "1" in appropriate "familiar" box.

9a. Specifically, which of these services did you use during the past 12 months? (Put a "1" in appropriate "used" box.)

9b. With which of these services were you particularly satisfied? (Put a "1" in appropriate "satisfied" box.)

9c. With which of these services, if any, were you either disappointed or dissatisfied? (Put a "1" in appropriate "not satisfied" box.)

	Familiar	Used	Particularly Satisfied	Not Satis.
A. Lending books, magazines, and other publications	[ ] 6	[ ] 7	[ ] 8	[ ] 9
B. Reference section to look up particular facts	[ ] 10	[ ] 11	[ ] 12	[ ] 13
C. Lists of materials on a topic	[ ] 14	[ ] 15	[ ] 16	[ ] 17
D. Back issues of magazines for reference	[ ] 18	[ ] 19	[ ] 20	[ ] 21
E. Photocopying machines for public use	[ ] 22	[ ] 23	[ ] 24	[ ] 25
F. Obtaining materials for you from other libraries	[ ] 26	[ ] 27	[ ] 28	[ ] 29
G. Bookmobiles carrying a selection of materials	[ ] 30	[ ] 31	[ ] 32	[ ] 33
H. Phonograph records that can be borrowed	[ ] 34	[ ] 35	[ ] 36	[ ] 37
I. Story hours for children	[ ] 38	[ ] 39	[ ] 40	[ ] 41
J. Newspapers from out of state	[ ] 42	[ ] 43	[ ] 44	[ ] 45
K. Films, filmstrips, and slides to borrow	[ ] 46	[ ] 47	[ ] 48	[ ] 49
L. Microreproductions for reference	[ ] 50	[ ] 51	[ ] 52	[ ] 53
M. Meeting rooms for groups	[ ] 54	[ ] 55	[ ] 56	[ ] 57
N. Special programs or lectures	[ ] 58	[ ] 59	[ ] 60	[ ] 61
O. Framed pictures for in-home use	[ ] 62	[ ] 63	[ ] 64	[ ] 65
P. Music scores	[ ] 66	[ ] 67	[ ] 68	[ ] 69

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Q. Typewriters for public use	[ ] 70	[ ] 71	[ ] 72	[ ] 73
R. Tape recordings or cassettes	[ ] 74	[ ] 75	[ ] 76	[ ] 77

(New Card)

Case No. [3] [ ] [ ] [ ]
1 2 3 4

S. Special printed books	[ ] 5	[ ] 6	[ ] 7	[ ] 8
T. Information given over the telephone	[ ] 9	[ ] 10	[ ] 11	[ ] 12
U. Books/periodicals written in other languages	[ ] 13	[ ] 14	[ ] 15	[ ] 16
V. Files of newspaper clippings	[ ] 17	[ ] 18	[ ] 19	[ ] 20
W. Pamphlet files	[ ] 21	[ ] 22	[ ] 23	[ ] 24

10. What services, if any, that are not on this list would you like the Denver Public Library to provide? [ ] 25

11. Is there a day of the week that would be particularly convenient for you to use the Denver Public Library? [ ] 26
(If YES) What day is that?

0. No, no day
9. DK/Not sure/Depends

1. Sunday
2. Monday
3. Tuesday
4. Wednesday
5. Thursday
6. Friday
7. Saturday

12. What time of day would be most convenient for you to use the Library . . . would you say? (READ OFF CHOICES BELOW) [ ] 27

1. 8 a.m. to 10 a.m.
2. 10 a.m. to Noon
3. Noon to 3 p.m.
4. 3 p.m. to 6 p.m.
5. 6 p.m. to 9 p.m.; or
6. 9 p.m. to midnight

13. In thinking about the Denver Public Library which you used most frequently last year--that is, either the main Library or the branch Library--would you rate it excellent, fair or poor on . . .

(INTERVIEWER: Read each item below, starting with red-checked one. Put appropriate number in box. If response is "good," ask if it leans more towards excellent or fair.)

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1. Excellent 3. Poor
2. Fair 4. DK

Ease with which to get to	[ ] 28
Parking facilities	[ ] 29
Convenience of its hours	[ ] 30
Attractiveness of the exterior	[ ] 31
Attractiveness and comfort of the interior	[ ] 32
Expertness of the personnel	[ ] 33
Friendliness of the personnel	[ ] 34
Helpfulness of the personnel	[ ] 35
Ease with which books and references can be found	[ ] 36
Adequacy of book collection	[ ] 37
Adequacy of reference services	[ ] 38
Variety of services in addition to lending	[ ] 39
Ease of getting through by telephone	[ ] 40

14. On the whole, does the Denver Public Library do an excellent, fair, or poor job of serving people like yourself? [ ] 41

1. Excellent 3. Poor
2. Fair 4. DK/Not sure

14a. What specifically makes you feel that way? [ ] [ ] 42 43

15. (ASK EVERYONE) Regardless of how often they may use the Denver Public Library, different people have different views about it. On this card (HAND CARD F) are some words and phrases which can be used to describe your own personal feelings. Please tell me all the words and phrases that describe your own personal feelings about the Denver Public Library--use as many words or phrases as apply.

(INTERVIEWER: Put a "1" code in each selected word or phrase.)

Warm	[ ] 44	Cold	[ ] 62
Helpful	[ ] 45	Not very helpful	[ ] 63
Convenient to get to	[ ] 46	Inconvenient to get to	[ ] 64
Usually have what I want	[ ] 47	Usually don't have what I want	[ ] 65
Pleasant to visit	[ ] 48	Unpleasant to visit	[ ] 66
Easy to get what I want	[ ] 49	Difficult to get what I want	[ ] 67
Friendly	[ ] 50	Unfriendly	[ ] 68
Interesting	[ ] 51	Not very interesting	[ ] 69
Satisfying	[ ] 52	Not very satisfying	[ ] 70
Efficient	[ ] 53	Inefficient	[ ] 71
Encouraging	[ ] 54	Frustrating	[ ] 72

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Modern	[ ] 55	Old-fashioned	[ ] 73
Just right for people like me	[ ] 56	Not for people like me	[ ] 74
Fast service	[ ] 57	Slow service	[ ] 75
Stimulating	[ ] 58	Gloomy	[ ] 76
Cheerful	[ ] 59	Drab	[ ] 77
Sometimes makes me feel dumb	[ ] 60	Never makes me feel dumb	[ ] 78
Fun	[ ] 61	Dull	[ ] 79

(New Card)

Case No.
[4] [ ] [ ] [ ]
1 2 3 4

16. The Denver Public Library is planning a number of new services which it believes will be helpful to the citizens of Denver. Whether or not the Library goes ahead with these services will depend on two things--(1) the usefulness of these services, and (2) the willingness of citizens to have their taxes increased somewhat in order to pay for them.

For each service I am going to read you, please tell me whether you or your immediate family would make use of it if it were available, bearing in mind that the cost of each of these services would have to come out of some increases in your taxes.

(INTERVIEWER: Read each item listed below, starting with red-checked item.)

1. Would use
2. No
3. Maybe/It depends/DK

Books-by-Mail. A catalogue of paperback books would be printed and orders taken to have these mailed to the Library user. They would be returned by mail when due and other selections made. Library user pays "book-rate" postage one way. [ ] 5

Bibliographies. The Library would provide on request a list of books, periodical articles, pamphlets, films, and cassettes in the Denver Public Library on a particular subject. [ ] 6

Scholar-in-residence. A person who is recognized as an authority in a subject field would be at the Library for a month. He would present a series of lectures and hold conferences for small groups or individual rap sessions. [ ] 7

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Several telephone numbers where people can be connected directly with a specific department of the main Library in downtown Denver without having to go through the central switchboard first. [ ] 8

Catalogues of library materials of general interest put in a number of public places besides libraries or mailed to individuals so that it would not be necessary to go down to the Library if you wanted to see if they had a particular book. [ ] 9

A reference service using cable television so that you could call the Library and they could show you a page, map, or whatever you asked about on your television screen. [ ] 10

Television rooms in libraries for regular programming and with closed-circuit TV which could show special educational programs or movies. [ ] 11

Lending a variety of materials for study, such as games, toys, and sculpture. [ ] 12

Libraries using a channel of cable TV system to talk about new books and services they offer. [ ] 13

Videotape facilities. [ ] 14

A wire service printer, like in a newspaper, television, or radio station that would be available to the public so that you would get news and stock market quotations as fast as possible. [ ] 15

Lending of audio-visual equipment. [ ] 16

A consumer referral service which would refer individuals to appropriate agencies for consumer advice and assistance. [ ] 17

A snack bar or coffee shop in the main Library in downtown Denver. [ ] 18

A babysitting service for Library users. [ ] 19

And now, I'd like to finish up with a few questions which will help us compare your answers with those we get from other people in the survey.

17. Are you single, married, divorced, widowed, separated, or what? [ ] 20

1. Single
2. Married
3. Divorced
4. Widowed
5. Separated
6. Living with other party
7. Other

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18. What is your age? [ ] 21

1. 18 to 20
2. 21 to 25
3. 26 to 34
4. 35 to 44
5. 45 to 54
6. 55 to 64
7. 65 or over

19. Do you own your home here or are you renting it? [ ] 22

1. Own
2. Rent
3. Other

20. How many automobiles, if any, do members of this household own for private or personal use? [ ] 23

1. One
2. Two
3. Three
4. Four or more
5. None
6. Don't know

21. What was the last grade of school or year of college you completed? [ ] 24

1. Less than 8th grade
2. Completed 8th grade
3. Some high school
4. Completed high school
5. Technical school
6. Some college
7. Completed college
8. Post-graduate/professional training
9. Don't know

22. How satisfied are you with the amount of education you have received so far--are you satisfied, fairly satisfied, or not at all satisfied? [ ] 25

1. Very satisfied
2. Fairly satisfied
3. Not at all satisfied
4. DK/Not sure

23. What business or industry do you work in and what kind of work do you do there? [ ] [ ] 26 27

Bus /Ind. _____

Occup. _____

(If HOUSEWIFE/STUDENT in #23) What business or industry does the chief wage earner in this household work in and what kind of work does he/she do there? [ ] [ ] 28 29

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23a. (Indicate respondent's status) [ ] 30

1. Employed
2. Housewife
3. Student
4. Retired
5. Unemployed

24. How long have you been living in the City of Denver? [ ] 31

1. Less than 6 months
2. 6 mos. to less than 1 year
3. 1 to less than 3 years
4. 3 to less than 5 years
5. 5 to less than 7 years
6. 7 to less than 10 years
7. 10 to less than 15 years
8. 15 years or more
9. All my life

25. What usually happens when you are together with your neighbors, friends, and relatives--do you more often give them ideas and advice or do you more often ask them for their ideas and advice? [ ] 32

1. More often give
2. More often ask
3. About half and half
4. Not sure/DK

26. How many different clubs and organizations, if any, do you belong to at the present time? [ ] 33

1. None
2. One
3. Two
4. Three
5. Four
6. Five
7. Six or more
8. Can't recall

27. How frequently over the past three years did you vote in a Denver municipal election regarding such things as voting for the School Board or voting on bonds for a stadium or water matters. . .would you say you voted in each such election that's taken place in Denver in the past three years or did you vote in some of these elections, but not all of them, or did you vote at all in any municipal election in Denver in the past three years? [ ] 34

1. Voted in all
2. Voted in some
3. Didn't vote in any
4. DK/Not sure/Can't recall

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28. Where do you usually get most of your news and information about what's going on in the world--from newspapers, television, magazines, radio, from talking to people or what? (Indicate only one.) [ ] 35

1. Newspapers
2. Television
3. Magazines
4. Radio
5. Talking to people
6. Other
7. DK/Not sure

29. How active are you in taking part in events, programs, and organizations that are concerned with local Denver community affairs and problems--are you very active, fairly active, or not at all active? [ ] 36

1. Very active
2. Fairly active
3. Not at all active
4. DK/Depends/Not sure

30. What is your religious preference, if any? [ ] 37

0. None, no preference
1. Protestant
2. Catholic
3. Jewish
4. Other
5. DK/Not sure

31. What do you estimate your total family income before taxes was last year, considering all sources such as wages, rents, profits, interest, and so on? Just read me the appropriate number from this card, please. (HAND CARD G) [ ] [ ] 38 39

Respondent refused. I estimate Group # _____

CARD G

1. Under $5,000
2. $5,000-$6,000
3. $7,000-$7,999
4. $8,000-$8,999
5. $9,000-$9,999
6. $10,000-$10,999
7. $11,000-$11,999
8. $12,000-$12,999
9. $13,000-$14,999
10. $15,000-$19,999
11. $20,000 and over

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32. Do you happen to be of Spanish, Mexican, or Latin descent? (If YES, code "4"; otherwise, code appropriate code.) [ ] 40

1. White
2. Black
3. Oriental
4. Spanish/Mexican
5. American Indian
6. Other

33. Sex. [ ] 41

1. Male
2. Female

34. I'd appreciate if it you would tell me your telephone number so that if the people I'm working with have any questions about this interview, they may call you directly.

Telephone No. _____

RESPONDENT'S ADDRESS: _____

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1. As you know, different people need or want different types of information for a variety of reasons. On each of these cards there is printed one specific type of information. Would you please look through these cards and pick out the kinds of information that you consider important for you to have at one time or another. Please hand me each card you select so that I can record it.

	Percentage
Sex and marriage information	16%
Consumer and shopping information	35
Medical and health care	36
Home money management; family budgets	19
Indoor games; hobbies	16
Family counseling	12
Genealogy; family history	14
Nutrition and diet information	28
Children's educ/schools	23
Raising young children	21
Raising teen-age children	15
General self improvement	26
Taxes	29
Consumer information on products	35
Personal legal information	28
Stock market reports and information	15
Investing money	30
Social security	26
Local ordinances	21
How to start a business	12
What to do when you get cheated	27
Raising animals and pets	13
Gardening	31
Crafts	29
Cooking, baking	24
Repairs around the house	32
Automobile repairs	23
Basic construction/building skills	15
Furniture construction and refinishing	24
Driving an automobile or other vehicle	13
Outdoor games and sports	21
Beginning or improving a skill like photography or playing a musical instrument	20
Interior decorating	24
New and current events	40
Weather conditions/forecasts	27
Upcoming special TV programs	23
Available movies/plays/concerts	26
Lectures on current events or the arts	14
Best-selling fiction	21
Best-selling nonfiction	20

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1. continued

	Percentage
Music for enjoyment	32%
Music scores to play	8
Recent movies to watch	20
Movie classics to watch	23
Fiction books (not current)	20
Nonfiction (not current)	15
Graphic arts-paints/prints	14
Entertainment for children	24
Special TV programs	27
Employment procedures	14
Special jobs/careers	17
Home training courses	10
Available local training	15
Job counseling, services	14
History of Colorado and Denver	26
Public services of city/state	19
Private health and social services	20
Names of local experts	9
Locating products/services in area	18
Information regarding structure and organization of local government	13
Information regarding elected officials	22
Information regarding candidates for public office	27
Voting, registration, election information	21
Available schools and courses	20
Home study courses	12
General reference material for study	11
Translation service	4
Materials in languages other than English	9
Home study of foreign language	9
Philosophy	19
Religion	21
History	23
Literature (including poetry/drama)	15
The arts (including graphic art/music/architecture/etc.)	17
Education	31
Psycholcgy	23
Social sciences	12
Languages	12
Agriculture	8
Ecology	26
Information and communication	12
Technology	10
Mathematics	14
Science	14

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1A. Now on this card there are various sources where one can go for different types of information. I am going to read back to you the information categories you selected. For each category I read please tell me which sources you would normally go to to get the information you want. You can name as many sources as apply.

Source	Percentage
A public library in the city of Denver	68%
A public library outside the city of Denver	18
A school, college, or university library	50
A business, technical, church or professional library specializing in a specific subject area	36
A local museum	22
A local newspaper office or radio or TV station	40
Reference sources that already are either in your own home or in the homes of others you may know. For example, reference sources like encyclopedias, maps, dictionaries, and special books	49
Local businesses, organizations, agencies, or associations	57
Friends, neighbors, relatives, or others with whom you may come into contact daily	54
Experts, specialists, or authorities with whom you normally don't come into contact	62
Reference sources that you would go out to buy specifically for the purpose of getting this information	54
Newspapers, magazines or radio/television programs	74

2. Are you reading a particular book--either in hard-cover or paperback--at the present time?

	Percentage
Yes	47%
No	53
Total	100%

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2A. (If Yes to #2) How did you happen to get that particular book--did you buy it, borrow it from the Denver Public Library, get it as a gift OR how?

	Percentage
Bought it	57%
From DPL	4
Gift	15
Don't know	0
Borrowed from someone	20
Other	4
Total	100%

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3. Thinking back over the past three months, how many books in either soft or hard cover have you read altogether? (If "none," skip to #4)

User	Average Number of Books Read
User	10.8
Nonuser	4.6

Sex	Average Number of Books Read
Male	7.0
Female	7.0

Age	Average Number of Books Read
18-20	6.6
21-25	7.9
26-34	6.8
35-44	12.0
45-54	4.4
55-64	12.5
Over 65	1.9

Race	Average Number of Books Read
While	7.6
Black	7.2
Spanish/American	2.6
Oriental	N/A
American Indian	N/A
Other	3.7

Education	Average Number of Books Read
Less than 8th grade	.4
Completed 8th grade	1.5
Some high school	3.8
Completed high school	5.9
Technical school	8.4
Some college	11.4
Completed college	6.3
Post-graduate/professional training	12.0

BEST COPY AVAILABLE

3A. How did you happen to get most of those books--did you buy them, borrow them from the Denver Public Library, get them as gifts OR what? (Indicate only one category.)

	Percentage
Bought	54%
Borrowed from DPL	14
Gift	9
Don't know	0
Borrowed from people	18
Other	5
Total	100%

4. There are a number of special programs and services that are available through the Denver Public Library. . . Please tell me the programs and services that you have heard of before now.

4A. In which of those programs have you or has anyone in your immediate family ever taken part?

	Percentage	
	Heard Of	Taken Part
CLEP	18%	3%
On Your Own	14	5
Right-to-Read	32	4
Black Awareness	36	3
Viva Mejicano	18	1
Colorful Colorado	30	2
Focus on Mental Retardation	17	2
Bi-Culturalism	15	1
Portfolio Strategy Today	6	0
Vacation Reading Program	42	18

BEST COPY AVAILABLE

5. Including yourself, children and babies, how many individual altogether live in this household?

5A. Would you please help me list the members of this household including yourself by first name and relationship to you in order of age. Let's begin with the oldest member of the household. . . what is his/her name? (Interviewer: List first name, age and relationship to respondent below. Don't forget to list respondent first.)

Age	Percentage
1-5	9%
6-11	8
12-17	11
18-20	6
21-25	11
26-34	14
35-44	9
45-54	11
55-64	10
Over 65	11
Total	100%

5B. (For each listed household member) Tell me, please, does (name of household member) now have a Denver Public Library card which makes it possible for (him) (her) to borrow books from the Denver Public Library?

	Percentage
Has card	39%
No card	59
Don't know	2
Total	100%

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6. Now would you tell me how many times over the past 12 months each member of your immediate family made use of a service which the Denver Public Library provides. Let's start with yourself.

	Percentage
Never	58%
1-5 times	16
6-10 times	7
11-15 times	4
15 plus	12
Don't know	3
Total	100%

BEST COPY AVAILABLE

7. (Ask all who have not used Library in past year) Here are some reasons people have given for not using the Denver Public Library. I'd like you to tell me which of these, if any, apply to you.

	Percentage
I don't ever think of going to the library	23%
I'm usually too busy to use a library	34
The library is just too far away for me to use	9
There isn't much at the library that I need	4
I have difficulty getting materials I want from the library	2
Transportation to the library is a problem for me	9
I'd rather buy materials than borrow them from a library	12
If I can't buy materials I want, I usually can borrow them from someone I know	9
I do very little reading	19
The people at the library are usually unpleasant or discourteous	0
The people at the library are not helpful	0
The hours the library is open are not convenient for me	3
I use a library other than the public library	7
I just don't like using a library due to all the problems like finding things, bringing them back, and paying fines	5
The library makes me feel uncomfortable and a little embarrassed	0
I don't have a library card	21
To tell the truth, I don't know much about the Denver Public Library and I haven't bothered to find out about it	14
When ever I have telephoned the Denver Public Library I have had difficulty in getting through	1

BEST COPY AVAILABLE

8. I see that you have used at least one Denver Public Library service during the past 12 months. What happened most often last year--did you use the main library in downtown Denver or did you use a branch of the Denver Public Library which is close to where you work or live?

	Percentage
Used Main	55%
Used Branch	45
Total	100%

BEST COPY AVAILABLE

9. Here is a list of services that the Denver Public Library offers. Which of these were fairly familiar to you before I showed you this list? (Put a "1" in appropriate "familiar" box.)

9A. Specifically, which of these services did you use during the past 12 months? (Put a "1" in appropriate "used" box.)

9B. With which of these services were you particularly satisfied? (Put a "1" in appropriate "satisfied" box.)

9C. With which of these services, if any, were you either disappointed or dissatisfied? (Put a "1" in appropriate "not satisfied" box.)

Services	Not Familiar	Familiar But Did Not Use	Used-Did Not Rate	Used: Particularly Satisfied	Used: Particularly Dissatisfied
Lending books, magazines and other publications	6%	18%	2%	69%	5%
Reference section to look up particular facts	15	19	0	63	3
Lists of materials on a topic	41	25	0	33	1
Back issues of magazines for reference	29	36	1	32	2
Photocopying machines for public use	33	33	2	31	1
Obtaining materials for you from other libraries	48	28	0	23	1
Bookmobiles carrying a selection of materials	37	48	0	14	1
Phonograph records that can be borrowed	40	36	0	16	8
Story hours for children	56	30	0	1	13
Newspapers from out of state	43	36	1	19	1
Films, filmstrips and slides to borrow	46	42	0	10	2
Microreproductions for reference	67	21	0	11	1
Meeting rooms for groups	73	20	0	7	0
Special programs or lectures	63	28	1	9	0
Framed pictures for in-home use	68	23	0	8	1
Music scores	68	23	0	9	0
Typewriters for public use	70	21	0	8	1
Tape recording or cassettes	67	27	0	6	0
Special printed books	67	28	0	5	0
Information given over the telephone	51	18	0	29	2
Books/periodicals written in other languages	65	25	0	10	0
Files of newspaper clippings	56	29	1	14	0
Pamphlet files	65	24	0	10	1

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11. Is there a day of the week that would be particularly convenient for you to use the Denver Public Library? (If yes): What day is that?

	Percentage
No, no day	50%
Don't know/not sure/depends	3
Sunday	14
Monday	4
Tuesday	0
Wednesday	5
Thursday	3
Friday	8
Saturday	13
Total	100%

12. What time of day would be most convenient for you to use the library. . . would you say (read off choices at right)

	Percentage
8 a.m. to 10 a.m.	6%
10 a.m. to noon	14
Noon to 3 p.m.	16
3 p.m. to 6 p.m.	17
6 p.m. to 9 p.m.	34
9 p.m. to midnight	5
Don't know	8
Total	100%

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13. In thinking about the Denver Public Library which you used most frequently last year--that is, either the main library or the branch library--would you rate it excellent, fair or poor on. . . (Interviewer: read each item below, starting with red-checked one. Put appropriate number in box. If response is "good" ask--if it leans more towards excellent or fair.)

	Percentage			
	Excellent	Fair	Poor	Don't know
Ease with which to get to	77%	12%	10%	1%
Parking facilities	27	18	44	11
Convenience of its hours	61	32	5	3
Attractiveness of the exterior	69	23	6	3
Attractiveness and comfort of the interior	71	24	3	2
Expertness of the personnel	70	26	2	3
Friendliness of the personnel	79	18	1	2
Helpfulness of the personnel	82	14	2	2
Ease with which books and references can be found	60	33	5	3
Adequacy of book collection	50	40	7	3
Adequacy of reference services	62	25	4	8
Variety of services in addition to lending	69	20	1	10
Ease of getting through by telephone	36	11	5	49

14. On the whole, does the Denver Public Library do an excellent, fair or poor job of serving people like yourself?

	Percentage
Excellent	78%
Fair	21
Poor	0
Don't know/not sure	1
Total	100%

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15. (ASK EVERYONE) Regardless of how often they may use the Denver Public Library, different people have different views about it. On this card are some words and phrases which can be used to describe your own personal feelings. Please tell me all the words and phrases that describe your own personal feelings about the Denver Public Library--Use as many words or phrases as apply.

	Percentage		Percentage
Warm	25%	Cold	52%
Helpful	34	Not very helpful	33
Convenient to get to	31	Inconvenient to get to	23
Usually have what I want	35	Usually don't have what I want	32
Pleasant to visit	23	Unpleasant to visit	31
Easy to get what I want	16	Difficult to get what I want	24
Friendly	15	Unfriendly	24
Interesting	15	Not very interesting	19
Satisfying	7	Not very satisfying	12
Efficient	1	Inefficient	1
Encouraging	7	Frustrating	3
Modern	0	Old fashioned	2
Just right for people like me	1	Not for people like me	1
Fast service	1	Slow service	1
Stimulating	2	Gloomy	3
Cheerful	3	Drab	2
Sometimes makes me feel dumb	1	Never makes me feel dumb	2
Fun	3	Dull	2

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THE IMAGE OF THE LIBRARY

	Percentage				
			Users of DPL		
	Total	Nonusers	Total	Main	Branch
Predisposition Image					
Warm	25%	18%	36%	35%	34%
Cold	52	46	61	53	67
Friendly	15	10	22	19	26
Unfriendly	24	15	36	30	44
Modern	0	1	0	0	0
Old fashioned	2	2	4	3	6
Cheerful	3	3	3	1	5
Drab	2	2	2	3	1
Sometimes makes me feel dumb	1	1	1	0	1
Never makes me feel dumb	2	1	3	5	0
Fun	3	1	6	9	1
Dull	2	0	3	5	1
Post Disposition Image					
Helpful	34	24	50	43	61
Not very helpful	33	21	51	53	52
Interesting	15	8	25	25	24
Not very interesting	19	11	31	19	43
Satisfying	7	7	8	7	10
Not very satisfying	12	6	21	20	23
Encouraging	7	8	5	7	2
Frustrating	3	2	4	1	7
Just right for people like me	1	0	1	1	1
Not for people like me	1	1	0	1	0
Stimulating	2	2	2	1	3
Gloomy	3	1	6	7	5
Service Image					
Convenient to get to	31	22	46	42	51
Inconvenient to get to	23	16	33	34	35
Usually have what I want	35	26	50	41	62
Usually don't have what I want	32	24	46	46	46
Pleasant to visit	23	17	33	29	38
Unpleasant to visit	31	23	43	43	47
Easy to get what I want	16	9	26	23	28
Difficult to get what I want	24	18	33	30	39
Efficient	1	0	2	1	2
Inefficient	1	0	1	1	1
Fast service	1	0	2	2	2
Slow service	1	0	1	0	1

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16. The Denver Public Library is planning a number of new services which it believes will be helpful to the citizens of Denver. Whether or not the Library goes ahead with these services will depend on two things: (1) the usefulness of these services and (2) the willingness of citizens to have their taxes increased somewhat in order to pay for them.

For each service I am going to read you, please tell me whether you or your immediate family would make use of it if it were available, bearing in mind that the cost of each of these services would have to come out of some increases in your taxes.

	Percentage		
	Would Use	No	Maybe, It Depends
Books-by-Mail. A catalog of paperback books would be printed and others known to have talked to the Library about. They would be returned in mail when the one other selections made. Library user pays "nominal" postage one way.	[illegible]	[illegible]	[illegible]
Bibliographies. The Library would provide on request a list of books, periodical articles, pamphlets, films and cassettes in the Denver Public Library on a particular subject.	[illegible]	[illegible]	[illegible]
Consultant-Lectureships. A person who is recognized as an authority in a subject field would be at the library for a month. He would present a series of lectures and hold conferences for small groups or individual tap sessions.	[illegible]	[illegible]	[illegible]
Several telephone numbers where people can be connected directly with a specific department of the main library in downtown Denver without having to go through the central switchboard first.	[illegible]	[illegible]	[illegible]
Lists of library materials of general interest put in a number of public places besides libraries or mailed to individuals so that it would not be necessary to go down to the library if you wanted to see if they had a particular book.	[illegible]	[illegible]	[illegible]
A television service using cable television so that you could call the library and they could show you a page, map, or whatever you asked about on your television screen.	[illegible]	[illegible]	[illegible]
Television rooms in libraries for regular programming and with closed-circuit TV which could show special educational programs or movies.	[illegible]	[illegible]	[illegible]
Lending a variety of materials for study, such as games, toys, and sculpture.	[illegible]	[illegible]	[illegible]
Libraries using a channel of cable TV access to talk about new books and services they offer.	[illegible]	[illegible]	[illegible]
Itinerant TV Library.	[illegible]	[illegible]	[illegible]
A wire service printer, like in a newspaper, television, or radio station that would be available to the public so that you would get news and stock market quotations as fast as possible.	[illegible]	[illegible]	[illegible]
Lending of audio-visual equipment.	[illegible]	[illegible]	[illegible]
A consumer referral service which would refer individuals to appropriate agencies for consumer advice and assistance.	[illegible]	[illegible]	[illegible]
A snack bar or coffee shop in the main library in downtown Denver.	[illegible]	[illegible]	[illegible]
A babysitting service for library users.	[illegible]	[illegible]	[illegible]

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17. Are you single, married, divorced, widowed, separated or what?

	Percentage
Single	17%
Married	58
Divorced	10
Widowed	11
Separated	3
Living with other party	1
Other	0
Total	100%

18. What is your age?

	Percentage
18 to 20	5%
21 to 25	13
26 to 34	23
35 to 44	13
45 to 54	17
55 to 64	12
65 or over	17
Total	100%

19. Do you own your home here or are you renting it?

	Percentage
Own	56%
Rent	43
Other	1
Total	100%

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20. How many automobiles, if any, do members of this household own for private or personal use?

	Percentage
One	43%
Two	27
Three	10
Four or more	3
None	17
Don't know	0
Total	100%

21. What was the last grade of school or year of college you completed:

	Percentage
Less than 8th grade	5%
Completed 8th grade	6
Some high school	13
Completed high school	21
Technical school	4
Some college	23
Completed college	19
Post-graduate/professional training	9
Don't know	0
Total	100%

22. How satisfied are you with the amount of education you have received so far--are you satisfied, fairly satisfied or not at all satisfied?

	Percentage
Very satisfied	31%
Fairly satisfied	49
Not at all satisfied	20
Don't know/not sure	0
Total	100%

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23. What business or industry do you work in and what kind of work do you do there?

(If housewife/student in #23) What business or industry does the chief wage earner in this household work in and what kind of work does (he) (she) do there?

	Percentage
Employed	53%
Housewife	24
Student	4
Retired	16
Unemployed	3
Total	100%

24. How long have you been living in the City of Denver?

	Percentage
Less than 6 months	5%
6 months to less than 1 year	4
1 to less than 3 years	7
3 to less than 5 years	6
5 to less than 7 years	4
7 to less than 10 years	8
10 to less than 15 years	8
15 years or more	38
All my life	20
Total	100%

25. What usually happens when you are together with your neighbors, friends and relatives--do you more often <u>give them</u> ideas and advice or do you more often <u>ask them</u> for their ideas and advice?

	Percentage
More often give	22%
More often ask	13
About half and half	57
Not sure/don't know	8
Total	100%

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26. How many different clubs and organizations, if any, do you belong to at the present time?

	Percentage
None	0%
One	42
Two	24
Three	14
Four	7
Five	5
Six or more	8
Can't recall	0
Total	100%

27. How frequently over the past three years did you vote in a Denver municipal election regarding such things as voting for the School Board or voting on bonds for a stadium or water matters. . . would you say you voted in each such election that's taken place in Denver in the past three years or did you vote in some of these elections, but not all of them or did you not vote at all in any municipal election in Denver in the past three years?

	Percentage
Voted in all	34%
Voted in some	26
Didn't vote in any	39
Don't know/not sure/can't recall	1
Total	100%

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28. Where do you usually get most of your news and information about what's going on in the world--from newspapers, television, magazines, radio, from talking to people or what? (Indicate only one.)

	Percentage
Newspapers	44%
Television	42%
Magazines	2
Radio	9
Talking to people	2
Other	0
Don't know/not sure	1
Total	100%

29. How active are you in taking part in events, programs and organizations that are concerned with local Denver community affairs and problems--are you very active, fairly active, or not at all active?

	Percentage
Very active	4%
Fairly active	20
Not at all active	74
Don't know/depends/not sure	2
Total	100%

30. What is your religious preference, if any?

	Percentage
None, no preference	12%
Protestant	49
Catholic	28
Jewish	3
Other	6
Don't know/not sure	2
Total	100%

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31. What do you estimate your total family income before taxes was last year, considering all sources such as wages, rents, profits, interest and so on? Just read me the appropriate number from this card, please.

	Percentage
Under $5,000	20%
$5,000-$6,000	11
$7,000-$7,999	8
$8,000-$8,999	6
$9,000-$9,999	4
$10,000-$10,999	10
$11,000-$11,999	7
$12,000-$12,999	4
$13,000-$14,999	6
$15,000-$19,999	10
$20,000 and over	14
Total	100%

32. Do you happen to be of Spanish, Mexican or Latin descent? (If yes, code "4"; otherwise, code appropriate code.)

	Percentage
White	76%
Negro/Black	10
Oriental	0
Spanish/Mexican	12
American Indian	0
Other	2
Total	100%

33. Sex.

	Percentage
Male	44%
Female	56%
Total	100%

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APPENDIX B

BUSINESS QUESTIONNAIRE AND DATA

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COLORADO SEMINARY
UNIVERSITY OF DENVER
DENVER RESEARCH INSTITUTE
UNIVERSITY PARK • DENVER, COLORADO 80210

Industrial Economics Division

May 15, 1974

Dear Sir or Ms.:

The University of Denver Research Institute and the Denver Urban Observatory will appreciate your help in completing the attached questionnaire and returning it to us.

The study is a survey of Denver business and industry designed to aid in the future development and planning of the Denver Public Library System.

All returned questionnaires will be handled confidentially. This means that the name of your company will not be released; nor will your answers be identified with you or with your firm in any way. All answers will be analyzed and reported in statistical form.

Your answers should be representative of your entire firm, and not limited to one functional area within your firm. Your answers should be based on business usage, rather than your own personal usage or non-usage of the Denver Public Library.

Some businessmen may wish to designate someone other than themselves to complete the questionnaire. Should you choose to select someone within your business to complete the questionnaire, we have found the following guidelines to be helpful:

- For small companies, generally the owner or the manager should fill in the requested information.
- For medium to large companies, anyone responsible for the following operations probably would be best suited to filling in the requested information: planning, research and development, market research, or the library. It may be necessary to have a brief meeting, attended by personnel from such departments, who can provide a total company perspective.

The questionnaire has been designed so that most of the questions can be answered simply by placing an "X" in the appropriate box. Please disregard the numbers below the boxes which will be used for computer tabulation purposes only.

Won't you give the questionnaire a few minutes of your time right now, while it has your attention?

We would appreciate you returning the questionnaire in the enclosed postage-paid envelope within the next seven days.

Thank you for your cooperation.

Sincerely,

Eric F. Jaeckel

Eric F. Jaeckel
Industrial Economics Division
753-2611

EFJ:ed

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QUESTIONNAIRE

□ □□□ □□□□
1 2 3 4 5 6 7 8

1. First, may we have a few facts about your company:

Name of company _____

Address _____ Zip _____

Total estimated number of company employees at this location: _____

How many years has your firm been located in Denver? _____

Job title of person answering this questionnaire: _____

• WRITE AN "X" IN THE APPROPRIATE BOXES IN THE FOLLOWING QUESTIONS •

2. Does your company maintain a library or special collections of information and references in Denver?

9□ Yes
10□ No
11□ Don't know

2A. *IF YOUR COMPANY MAINTAINS A LIBRARY OR SPECIAL COLLECTIONS,* how would you rate the overall adequacy of your firm's own library and/or special collections in providing for the information needs of the company?

12□ Excellent
13□ Fair
14□ Poor

3. Overall, in which of the following categories do most of your company's information needs fall? Check as many boxes as apply.

15□ In scientific, engineering, and technical fields; which ones? _____
16□ In management fields such as administration, organization, personnel, etc.; which ones? _____
_____
17□ In financial, investment fields; which ones? _____
18□ In marketing, merchandising fields; which ones? _____
19□ In advertising, public relations fields; which ones? _____
20□ In demography, economics, social science fields; which ones? _____
21□ In fields relating to government, legislation, and regulation affecting business; which ones? _____
_____
22□ Other important fields not mentioned (Please specify) _____
_____

4. With regard to the specific kinds of information your company usually needs, which would be most typical?

23□

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5. What types of outside information sources has your firm used during the past 12 months? Check as many boxes as apply.

24☐ Denver Public Library
25☐ Special libraries of other companies
26☐ Suppliers of equipment or materials
27☐ Local Chamber of Commerce
28☐ Small Business Administration
29☐ Other Government agencies; which? _____
30☐ College professors or laboratories
31☐ College or university library; which? _____
32☐ Fee paid data and information services (such as National Technical Information Service and Colorado Technical Reference Center)
33☐ Academic/scientific and technical organizations and publications; most important ones? _____
_____
34☐ Business and trade publications; most important ones? _____
35☐ Trade association and business organizations, conferences, meetings, and seminars; which? _____
_____
36☐ Other important sources not mentioned (Please specify) _____
_____

6. What are the most serious informational problems that your company seems to be encountering at the present time? (Check as many boxes as apply)

37☐ accessibility (too far to go to get materials)
38☐ convenience (too much trouble to get materials)
39☐ unavailable information (such as unorganized raw data or non-existent or not released information)
40☐ manpower shortage (can't find qualified information people; no money to hire people; secretaries aren't information-oriented)
41☐ time constraints within organization
42☐ lack of knowledge of what information is available
43☐ lack of knowledge of where information can be found
44☐ timeliness of information (out of date)
45☐ Other: Please specify _____

7. Does your company have special equipment necessary for reading microfilm?

46☐ Yes
47☐ No
48☐ Don't know

8. Does your company have special equipment necessary for reading microfiche?

49☐ Yes
50☐ No
51☐ Don't know

9. Does your company have facilities for playing back videotape?

52☐ Yes
53☐ No
54☐ Don't know

10. Would you say that your company is very familiar with the various business services that the Denver Public Library provides, fairly familiar or not at all familiar with the Denver Public Library's business services?

55☐ Very familiar
56☐ Fairly familiar
57☐ Not at all familiar

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11. About how many times in the past 12 months has your firm made use of the Denver Public Library for information relating to your business?

56☐ None
57☐ Once or twice
58☐ 3 to 5 times
61☐ 7 to 10 times
62☐ Over 10 times

11A. *IF YOUR COMPANY USED THE DENVER PUBLIC LIBRARY DURING THE PAST TWELVE MONTHS,* how often were the information needs of your company satisfied by the Denver Public Library during the past 12 months?

63☐ Always
64☐ Sometimes
65☐ Hardly ever

12. *IF YOUR FIRM HAS NOT USED THE DENVER PUBLIC LIBRARY IN THE PAST 12 MONTHS,* what is the one main reason for your company *not* using the Denver Public Library? Check *one* box only.

66☐ We just don't know what services the Denver Public Library can provide a company such as ours.
67☐ We only have an occasional need for the services provided by the Denver Public Library.
68☐ We are able to satisfy our needs without using the Denver Public Library.
69☐ We have tried using the Denver Public Library in the past and for one reason or another have not been satisfied with its service.
70☐ To tell the truth we never considered the Denver Public Library as a source that might be useful for us.

12A. What other reasons might your company have for not using the business services of the Denver Public Library?

71☐

• IF YOUR COMPANY HAS NOT USED THE DENVER PUBLIC LIBRARY DURING THE PAST TWELVE MONTHS, GO TO QUESTION 17 •

13. Which does your company use most often - the main library in downtown Denver or a branch of the Denver Public Library?

72☐ Use the main library most often
73☐ Use a branch most often
74☐ Use both about equally

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14. How frequently does your company use each of the following services of the Denver Public Library?

Regularly Use	Occasionally Use	Rarely Use	Never Use	
5☐	6☐	7☐	8☐	Books on science and engineering
9☐	10☐	11☐	12☐	Books on business fields
13☐	14☐	15☐	16☐	Magazines on science and engineering
17☐	18☐	19☐	20☐	Magazines on business fields
21☐	22☐	23☐	24☐	Specialized business newspapers (e.g., Wall Street Journal, etc.)
25☐	26☐	27☐	28☐	Business and industry directories and catalogs
29☐	30☐	31☐	32☐	Equipment for reading microfilm or microfiche
33☐	34☐	35☐	36☐	Self service copying machines
37☐	38☐	39☐	40☐	Catalogs and indices
41☐	42☐	43☐	44☐	Government documents
45☐	46☐	47☐	48☐	Assistance in using library resources
49☐	50☐	51☐	52☐	Assistance in finding extensive information
53☐	54☐	55☐	56☐	Answering short factual questions
57☐	58☐	59☐	60☐	Business telephone directory service (answers requests for information available through city, telephone, and business directories)
61☐	62☐	63☐	64☐	Investment service (e.g., Moody's, Standard and Poors, etc.)
65☐	66☐	67☐	68☐	16 mm films
69☐	70☐	71☐	72☐	Obtaining books, materials, etc., for company purposes from other libraries because materials were not available at the Denver Public Library

15. Check the manner in which your company most often contacts the Denver Public Library for information? Check *one* box only.

73☐ telephone
74☐ personal visits by employees
75☐ messenger service
76☐ correspondence

15A. *IF MOST OF YOUR COMPANY CONTACTS WITH THE DENVER PUBLIC LIBRARY ARE VIA TELEPHONE,* how would you rate the service the Denver Public Library provides by telephone in meeting your company's information needs?

77☐ Excellent
78☐ Fair
79☐ Poor

16. In your opinion is the Denver Public Library doing an excellent, fair, or poor job of serving companies such as yours?

5☐ Excellent job
6☐ Fair job
7☐ Poor job

16A. What specifically is the reason for your rating?

8☐

17. As far as speed in acquiring information from the Denver Public Library is concerned, which one of the following statements applies to your particular company most often?

9☐ We generally need the information in a few hours, in most cases.
10☐ We could wait 24 hours for the information, in most cases.
11☐ Two-day or three-day service would be acceptable, in most cases.
12☐ One-week service would be acceptable, in most cases.

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18. How useful would your company find it if the Denver Public Library provided the following kinds of services?

We would find this: Very Useful	Fairly Useful	Not Useful	
12☐	13☐	14☐	Literature searches would be provided for a nominal fee on all sources of materials on a particular subject, and the Library would provide any of the materials from its collection or through copy from other libraries.
15☐	16☐	17☐	Provide a current awareness program in which a company would list its key areas of interest. Each month, the Library would provide the company with a list of all new books, articles, and other publications received.
18☐	19☐	20☐	Provide information services during the late evenings and weekends.
21☐	22☐	23☐	Provide summaries of articles and books on specific subjects.
24☐	25☐	26☐	Provide a library specialist specifically to work with companies in the Denver area.

18A. What services not on this list would your company find useful if provided by the Denver Public Library?

27☐

19. Here is a list of several methods through which the Denver Public Library might better inform the local business community of its business services. Bearing in mind that the addition of the services listed may necessitate nominal fee charges to your firm, please check the *one* service which in your opinion would be most useful to your particular company.

28☐ Provide a brochure listing the business information services and materials of the Library.
29☐ Provide conducted tours of the Library's business collection and services.
30☐ Provide a monthly list of new business books and materials added to the Library.
31☐ Providing instruction and orientation in the use of the Library by conducting seminars at company offices.

20. Please indicate the willingness of your company to participate in the following:

We would be very willing	We would be fairly willing	We would not be willing	
32☐	33☐	34☐	Giving to the Library copies of materials your own firm publishes and/or distributes for public use (such as catalogs, annual reports, etc.)
35☐	36☐	37☐	Giving surplus books and publications to the Library.
38☐	39☐	40☐	Purchasing a subscription to a newsletter published by the Library containing information on national trends, new books, and new activities in business.
41☐	42☐	43☐	Paying a charge for each special service or transaction such as lengthy literature searches.
44☐	45☐	46☐	Making grants or gifts to the Library.
47☐	48☐	49☐	Paying an annual membership fee for special library services.
50☐	51☐	52☐	Establishing your company as a reference source to be consulted by the Library in helping to answer questions from other firms.

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1. First, may we have a few facts about your company:

TOTAL ESTIMATED NUMBER OF EMPLOYEES AT THIS LOCATION

	Percentage
Less than 25 employees	95%
25 to 250 employees	4
Over 250 employees	1
Total	100%

HOW MANY YEARS HAS YOUR FIRM BEEN LOCATED IN DENVER?

	Percentage
0 to 9 years	18%
10 to 29 years	40
30 years and over	42
Total	100%

RESPONDENT INDUSTRY CLASSIFICATION

Classification	Percentage
Services	30%
Retail and wholesale	40
Manufacturing	4
Finance, insurance and real estate	10
All other: transportation, communications, public utilities, mining, construction, agriculture	16
Total	100%

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2. Does your company maintain a library or special collections of information and references in Denver?

	Percentage
Yes	43%
No	55
Don't know	2
Total	100%

FIRMS HAVING LIBRARIES OR INFORMATION CENTERS

	Percentage		
	Total	Users	Large Firms
Maintains library or information center	43%	75%	80%
Does not maintain	55	25	20
Does not know	2	--	--
Total	100%	100%	100%

If your company maintains a library or special collections, how would you rate the overall adequacy of your firm's own library and/or special collections in providing for the information needs of the company?

	Percentage
Excellent	21%
Fair	73
Poor	6
Total	100%

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3. Overall, in which of the following categories do most of your company's information needs fall? Check as many boxes as apply.

	Percentage
In scientific, engineering, and technical fields; which ones?	40%
In management fields such as administration, organization, personnel, etc.; which ones?	21
In financial, investment fields; which ones?	16
In marketing, merchandising fields; which ones?	23
In advertising, public relations fields; which ones?	14
In demography, economics, social science fields; which ones?	3
In fields relating to government, legislation, and regulation affecting business; which ones?	20

FIRMS MENTIONING EACH INFORMATION CATEGORY

Type of Information Categories	Percentage		
	Total	Users Only	Large Firms Only
Scientific, engineering, and technical	40%	68%	66%
Management such as administration, organization, personnel, etc.	21	32	57
Financial and investment	16	37	19
Marketing, merchandising	23	41	31
Advertising, public relations	14	27	22
Demography, economics, social cience	3	10	2
Government, legislation, and regulation affecting business	20	36	39

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FIRMS MENTIONING EACH INFORMATION CATEGORY BY TYPE OF INDUSTRY

Type of Information Categories	Percentage				
	Services	Retail and Wholesale	Manufacturing	Finance Insurance Real Estate	Other
Scientific, engineering, and technical	32%	37%	51%	35%	67%
Management such as administration, organization, personnel, etc.	14	16	51	63	11
Financial and investment	6	6	49	61	22
Marketing, merchandising	7	35	49	35	11
Advertising, public relations	13	11	49	37	--
Demography, economics, social science	7	3	1	--	--
Government, legislation, and regulations affecting business	13	9	50	80	11

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5. What types of outside information sources has your firm used during the past 12 months? Check as many boxes as apply.

	Percentage
Denver Public Library	18%
Special libraries of other companies	13
Suppliers of equipment or materials	42
Local Chamber of Commerce	10
Small Business Administration	5
Other Government agencies; which?	7
College professors or laboratories	1
College or university library; which?	15
Fee paid data and information services (such as National Technical Information Service and Colorado Technical Reference Center)	10
Academic/scientific and technical organizations and publications; most important ones?	19
Business and trade publications; most important ones?	51
Trade associations and business organizations, conferences meetings, seminars; which?	26

FIRMS MENTIONING EACH TYPE OF SOURCE

Type of Outside Information Sources	Percentage		
	Total	Users Only	Large Firms Only
Denver Public Library	18%	65%	52%
Special libraries of other companies	13	27	31
Suppliers of equipment	42	37	43
Local Chamber of Commerce	10	27	22
Small Business Administration	5	17	6
Other governmental agencies	7	24	36
College professors and laboratorie	1	3	12
College or university library	15	33	43
Fee paid data information services	10	21	26
Academic/scientific and technical organizations and publications	19	27	22
Business and trade publications	51	34	58
Trade associations and business organizations and conferences	26	19	43

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FIRMS MENTIONING EACH SOURCE BY TYPE OF INDUSTRY

Type of Outside Information Sources	Percentage				
	Services	Retail and Wholesale	Manufacturing	Finance Insurance Real Estate	Other
Denver Public Library	25%	12%	50%	20%	11%
Special libraries of other companies	19	4	1	35	11
Suppliers of equipment	19	52	99	43	45
Local Chamber of Commerce	8	12	49	8	--
Small Business Administration	--	2	49	18	--
Other Governmental agencies	12	3	1	18	--
College professors or laboratories	1	2	1	--	--
College or university library	31	14	1	--	--
Fee paid data information services	13	5	--	--	22
Academic/scientific and technical organizations and publications	18	28	--	--	11
Business and trade publications	25	73	100	28	45
Trade associations and business organizations and conferences	19	36	2	18	22

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6. What are the most serious information problems that your company seems to be encountering at the present time? (Check as many boxes as apply)

	Percentage
Accessibility (too far to go to get materials)	2%
Convenience (too much trouble to get materials)	15
Unavailable information (such as unorganized raw data or nonexistent or not released information	2
Manpower shortage (can't find qualified information people; no money to hire people; secretaries aren't information-oriented)	5
Time constraints within organization	12
Lack of knowledge of what information is available	12
Lack of knowledge of where information can be found	9
Timeliness of information (out of date)	13

7. Does your company have special equipment necessary for reading microfilm?

	Percentage
Yes	6%
No	94
Don't know	0
Total	100%

8. Does your company have special equipment necessary for reading microfiche?

	Percentage
Yes	6%
No	94
Don't know	0
Total	100%

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9. Does your company have facilities for playing back videotape?

	Percentage
Yes	6%
No	92
Don't know	2
Total	100%

10. Would you say that your company is very familiar with the various business services that the Denver Public Library provides, fairly familiar or not at all familiar with the Denver Public Library's business services?

	Percentage
Very familiar	4%
Fairly familiar	28
Not at all familiar	68
Total	100%

FAMILIARITY WITH DPL SERVICES BY TYPE OF INDUSTRY

Degree of Familiarity	Percentage				
	Services	Retail and Wholesale	Manu-facturing	Finance Insurance Real Estate	Other
Very familiar	--	--	--	18%	11%
Fairly familiar	37	23	50	26	22
Not at all familiar	63	77	50	56	67
Total	100%	100%	100%	100%	100%

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11. About how many times in the past 12 months has your firm made use of the Denver Public Library for information relating to your business?

	Percentage
None	73%
Once or twice	12
3 to 6 times	9
7 to 10 times	4
Over 10 times	2
Total	100%

USAGE REPRESENTED BY SIZE OF FIRM

	Percentage	
Size	Users	Nonusers
Large	1%	--
Medium	12	2
Small	87	98
Total	100%	100%

USAGE OF DPL BY LENGTH OF TIME FIRM IS LOCATED IN DENVER

	Percentage	
	Users	Nonusers
0 to 9 years	16%	84%
10 to 29 years	31	69
30 years and over	29	71

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PERCENT USING DPL WITHIN EACH INDUSTRY

Type of Industry	Percentage Uses	Never Uses
Manufacturing	51%	49%
Finance, insurance, real estate	45	55
Services	32	68
Other	22	78
Retail/wholesale	19	81

USAGE REPRESENTED BY INDUSTRY

Type of Industry	Percentage Users
Services	35%
Retail/wholesale	28
Manufacturing	7
Finance, insurance, real estate	17
Other	13
Total	100%

11A. If your company used the Denver Public Library during the past twelve months, how often were the information needs of your company satisfied by the Denver Public Library during the past twelve months?

	Percentage
Always	47%
Sometimes	46
Hardly ever	7
Total	100%

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SATISFACTION WITH DPL SERVICE BY TYPE OF INDUSTRY

Degree of Satisfaction	Percentage					
	Services	Retail and Wholesale	Manu-facturing	Finance Insurance Real Estate	Other	Total
Always	39%	35%	97%	95%	--	47%
Sometimes	61	62	3	5	50	46
Hardly ever	--	3	--	--	50	7
Total	100%	100%	100%	100%	100%	100%

12. If your firm has not used the Denver Public Library in the past 12 months, what is the one main reason for your company not using the Denver Public Library? Check one box only.

	Percentage
We just don't know what services the Denver Public Library can provide a company such as ours	26%
We only have an occasional need for the services provided by the Denver Public Library	3
We are able to satisfy our needs without using the Denver Public Library	51
We have tried using the Denver Public Library in the past and for one reason or another have not been satisfied with its service	0
To tell the truth we never considered the Denver Public Library as a source that might be useful for us	20
Total	100%

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REASONS FOR NONUSAGE OF DPL

Type of Reason	Percentage Total	Percentage Large Firms
Don't know what services are available	26%	33%
Only occasional need for DPL	3	24
Satisfied without using DPL	51	24
Have tried DPL, not satisfied with their service	--	--
Never considered using DPL	20	19
Total	100%	100%

13. Which does your company use most often - the main library in downtown Denver or a branch of the Denver Public Library?

	Percentage
Use the main Library most often	77%
Use a branch most often	7
Use both about equally	16
Total	100%

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14. How frequently does your company use each of the following services of the Denver Public Library?

	Percentage			
	Regularly Use	Occasionally Use	Rarely Use	Never Use
Books on science and engineering	16%	39%	11%	34%
Books on business fields	15	48	26	11
Magazines on science and engineering	0	34	17	49
Magazines on business fields	0	35	32	33
Specialized business newspapers (e.g., Wall Street Journal, etc.)	1	51	0	48
Business and industry directories and catalogs	11	65	17	7
Equipment for reading microfilm or microfiche	0	13	6	81
Self-service copying machines	0	26	0	74
Catalogs and indices	0	15	33	52
Government documents	0	32	8	60
Assistance in using library resources	5	25	28	42
Assistance in finding extensive information	6	15	19	60
Answering short factual questions	7	17	0	76
Business telephone directory service (answers requests for information available through city, telephone, and business directories)	6	40	14	40
Investment service (e.g., Moody's, Standard and Poors, etc.)	0	14	19	67
16 mm films	0	0	7	93
Obtaining books, materials, etc., for company purposes from other libraries because materials were not available at the Denver Public Library	0	13	19	68

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15. Check the manner in which your company most often contacts the Denver Public Library for information. Check one box only.

	Percentage
Telephone	17%
Personal visits by employees	80
Messenger service	3
Correspondence	0
Total	100%

15A. If most of your company contacts with the Denver Public Library are via telephone, how would you rate the service the Denver Public Library provides by telephone in meeting your company's information needs?

	Percentage
Excellent	67%
Fair	30
Poor	3
Total	100%

16. In your opinion is the Denver Public Library doing an excellent, fair, or poor job of serving companies such as yours?

	Percentage
Excellent job	45%
Fair job	53
Poor job	2
Total	100%

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USER OVERALL RATING FOR DPL

Rating	Percentage		
	Total	Large Firms	Small/Medium Firms
Excellent	45%	37%	45%
Fair	53	54	53
Poor	2	9	2
Total	100%	100%	100%

OVERALL RATING FOR DPL BY INDUSTRY

Rating	Percentage				
	Services	Retail and Wholesale	Manu-facturing	Finance Insurance Real Estate	Other
Excellent	49%	61%	1%	57%	1%
Fair	49	36	98	43	99
Poor	2	3	1	--	--
Total	100%	100%	100%	100%	100%

17. As far as speed in acquiring information from the Denver Public Library is concerned, which one of the following statements applies to your particular company most often?

	Percentage
We generally need the information in a few hours, in most cases	28%
We could wait 24 hours for the information, in most cases	32
Two-day or three-day service would be acceptable, in most cases	34
One-week service would be acceptable, in most cases	6
Total	100%

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18. How useful would your company find it if the Denver Public Library provided the following kinds of services?

	Percentage		
	Very Useful	Fairly Useful	Not Useful
Literature searches would be provided for a nominal fee on all sources of materials on a particular subject, and the Library would provide any of the materials from its collection or through copy from other libraries	12%	22%	66%
Provide a current awareness program in which a company would list its key areas of interest. Each month, the Library would provide the company with a list of all new books, articles, and other publications received	9	24	67
Provide information services during the late evenings and weekends	7	20	73
Provide summaries of articles and books on specific subjects	4	33	63
Provide a library specialist specifically to work with companies in the Denver area	10	16	74

19. Here is a list of several methods through which the Denver Public Library might better inform the local business community of its business services. Bearing in mind that the addition of the service listed may necessitate nominal fee charges to your firm, please check the one service which in your opinion would be most useful to your particular company.

	Percentage
Provide a brochure listing the business information services and materials of the Library	80%
Provide conducted tours of the Library's business collection and services	6
Provide a monthly list of new business books and materials added to the Library	9
Providing instruction and orientation in the use of the Library by conducting seminars at company offices	5
Total	100%

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20. Please indicate the willingness of your company to participate in the following:

	Percentage		
	We would be very willing	We would be fairly willing	We would not be willing
Giving to the Library copies of materials your firm publishes and/or distributes for public use (such as catalogs, annual reports, etc.)	22%	17%	61%
Giving surplus books and publications to the Library	16	33	51
Purchasing a subscription to a newsletter published by the Library containing information on national trends, new books, and new activities in business	12	20	68
Paying a charge for each special service or transaction such as lengthy literature searches	13	20	67
Making grants or gifts to the Library	1	15	84
Paying an annual membership fee for special library services	3	30	67
Establishing your company as a reference source to be consulted by the Library in helping to answer questions from other firms	3	38	59

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APPENDIX C

GOVERNMENT QUESTIONNAIRE AND DATA

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COLORADO SEMINARY
UNIVERSITY OF DENVER
DENVER RESEARCH INSTITUTE
UNIVERSITY PARK • DENVER, COLORADO 80210

Industrial Economics Division

May 15, 1974

Dear Denver Government Official:

The University of Denver Research Institute and the Denver Urban Observatory will appreciate your help in completing the attached questionnaire and returning it to us.

The study is a survey of local governmental agencies in the City and County of Denver designed to aid in the future development and planning of the Denver Public Library System.

Information derived from your answers to the questionnaire will be used by the Library in an effort to improve their services to local government agencies.

Your answers should be representative of the city organization that you supervise. Your answers should be based on professional usage, rather than your own personal usage or non-usage of the Denver Public Library.

If you do not have personal knowledge of your organization's use of the services of the Denver Public Library, please assign a member of your staff to gather this information in order that you will be able to complete the questionnaire.

The questionnaire has been designed so that most of the questions can be answered simply by placing an "X" in the appropriate box. Disregard the numbers below the boxes which will be used for computer tabulation purposes only.

Won't you please give the questionnaire a few minutes of your time right now, while it has your attention?

We would appreciate you returning the questionnaire in the enclosed postage paid envelope within the next seven days.

Thank you for your cooperation.

Sincerely,

Eric F. Jaecket

Eric F. Jaecket
Industrial Economics Division
753-2611

EFJ:ed

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QUESTIONNAIRE

□ □□□ □□□□□□
1 2 3 4 5 6 7 8 9 10

1. First, may we have a few facts about your agency?

Name of agency _____ Location: Within Civic Center complex _____
Outside Civic Center complex _____

Job title of person answering this questionnaire _____
Total estimated number of agency or division employees at this location _____
Estimated number of employees engaged in the job of gathering information in your agency or division _____

• WRITE AN "X" IN THE APPROPRIATE BOXES IN THE FOLLOWING QUESTIONS •

2. Does your agency maintain a library or special collections of information and references?

11☐ Yes
12☐ No
13☐ Don't know

2A. (IF YES) Is this library or special collection available to all professionals employed by the City of Denver?

14☐ Yes
15☐ No
16☐ Don't know

2B. *IF YOUR AGENCY MAINTAINS A SPECIAL LIBRARY OR SPECIAL COLLECTIONS,* how would you rate the overall adequacy of your agency's own library and/or special collections in providing for the information needs of the agency?

17☐ Excellent
18☐ Fair
19☐ Poor

3. Overall, in which of the following categories do most of your agency's information needs fall? Check as many boxes as apply.

20☐ Aged
21☐ Budgets and finances
22☐ Census and demographic data
23☐ Child care
24☐ Citizen attitudes
25☐ Citizen participation
26☐ Civil rights
27☐ Communications and media
28☐ Consumer affairs
29☐ Drug abuse (including alcoholism)
30☐ Economic development
31☐ Education
32☐ Employment
33☐ Environmental concerns
34☐ Equal opportunities
35☐ Health planning
36☐ Health and health services
37☐ Housing concerns
38☐ Intergovernmental relations
39☐ Juvenile delinquency
40☐ Legal matters; court procedures
41☐ Mental health; mental retardation
42☐ Minority concerns
43☐ Minority economic development
44☐ Parks, recreation, cultural activities
45☐ Physical planning and development
46☐ Urban renewal and redevelopment
47☐ Personnel management
48☐ Poverty
49☐ Public administration
50☐ Public utilities
51☐ Public safety
52☐ Public works and sanitation
53☐ Race relations
54☐ Social planning
55☐ Social services - general
56☐ Taxes; public finance
57☐ Technological development
58☐ Transportation
59☐ Voting
60☐ Welfare
61☐ Youth activities
62☐ Zoning
63☐ Other. Please specify _____

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4. To which of the following uses is the information gathered by your agency put most often?

64☐ Public information and referral service
65☐ For help in locating literature
66☐ For help in analyses and preparation of reports
67☐ To facilitate day to day operations of agency
68☐ Other. Please specify _____

☐ ☐☐☐
1 2 3 4

5. Please rate each of the following kinds of information in terms of its importance to the work of your particular agency.

Very important	Fairly important	Not at all important	
5☐	6☐	7☐	Statistical data
8☐	9☐	10☐	Directories
11☐	12☐	13☐	Annotated bibliographies
14☐	15☐	16☐	Brief abstracts of articles and books
17☐	18☐	19☐	Complete articles or reports
20☐	21☐	22☐	Indices to books, articles and reports

6. What are the most serious informational problems that your agency seems to be encountering at the present time? (Check as many boxes as apply)

23☐ accessibility (too far to go to get materials)
24☐ convenience (too much trouble to get materials)
25☐ unavailable information (such as unorganized raw data or non-existent or not released information)
26☐ manpower shortage (can't find qualified information people; no money to hire people; secretaries aren't information oriented).
27☐ time constraints within organization
28☐ lack of knowledge of what information is available
29☐ lack of knowledge of where information can be found
30☐ timeliness of information (out of date)
31☐ Other. Please specify _____

7. What types of information sources has your agency used during the past 12 months? (Check as many boxes as apply)

32☐ Academic/scientific organizations and societies. Which ones? _____
33☐ Agencies and personnel of cities outside of Denver
34☐ American Public Works Association
35☐ American Society of Planning Officials
36☐ Boulder Municipal Reference Library
37☐ Books
38☐ Business and trade publications. Most important ones? _____
39☐ College or university library. Name of? _____
40☐ College professors or laboratories
41☐ Colorado Municipal League
42☐ Colorado State Agencies. Which ones? _____
43☐ Denver Public Library Government Documents Department
44☐ Denver Public Library Municipal Reference Service

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45☐ Denver Regional Council of Governments
46☐ Directories. Most important ones? _____
47☐ Fee paid data and information services (e.g., National Technical Information Service)
48☐ International City Managers Association
49☐ National League of Cities/U.S. Conference of Mayors
50☐ General magazines (Time, Newsweek, etc.)
51☐ Newspapers and newsletters. Which ones? _____
52☐ Other City of Denver agencies
53☐ Other services of the Denver Public Library
54☐ Special libraries of other municipal, state or federal agencies. Which ones? _____
55☐ U.S. Government Agencies. Which ones? _____
56☐ Other sources _____

8. Would you say that your agency is very familiar with the various governmental services that the Denver Public Library provides, fairly familiar or not at all familiar with the Denver Public Library's governmental services?

57☐ Very familiar
58☐ Fairly familiar
59☐ Not at all familiar

9. About how many times in the past 12 months has your agency made use of the Denver Public Library for information relating to your agency's work?

60☐ None
61☐ Once or twice
62☐ 3 to 5 times
63☐ 6 to 10 times
64☐ Over 10 times

9A. *IF YOUR AGENCY USED THE DENVER PUBLIC LIBRARY DURING THE PAST TWELVE MONTHS,* how often were the information needs of your agency satisfied by the Denver Public Library during the past 12 months?

65☐ Always
66☐ Sometimes
67☐ Hardly ever

10. *IF YOUR AGENCY HAS NOT USED THE DENVER PUBLIC LIBRARY IN THE PAST 12 MONTHS,* What is the *one* main reason for your agency not using the Denver Public Library? Check one box only.

68☐ We just don't know what services the Denver Public Library can provide an agency such as ours.
69☐ We only have an occasional need for the services provided by the Denver Public Library.
70☐ We are able to satisfy our needs without using the Denver Public Library.
71☐ We have tried using the Denver Public Library in the past and for one reason or another have not been satisfied with its service.
72☐ To tell the truth we never considered the Denver Public Library as a source that might be useful for us.

10A. What other reasons might your agency have for not using the governmental services of the Denver Public Library?

73☐

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• IF YOUR AGENCY HAS NOT USED THE DENVER PUBLIC LIBRARY DURING THE PAST 12 MONTHS, • GO TO QUESTION 15

□ □□□
1 2 3 4

11. How frequently does your agency use each of the following services of the Denver Public Library?

Use Regularly	Occasionally Use	Rarely Use	Never Use	
5☐	6☐	7☐	8☐	Books, magazines, newspapers and other publications
9☐	10☐	11☐	12☐	Catalogs and indices
13☐	14☐	15☐	16☐	Assistance in using library resources
17☐	18☐	19☐	20☐	Assistance in finding extensive information
21☐	22☐	23☐	24☐	Equipment for reading microfilm or microfiche
25☐	26☐	27☐	28☐	Self-service copying machines
29☐	30☐	31☐	32☐	Answering telephone requests for specific information
33☐	34☐	35☐	36☐	Obtaining materials for city employees from other libraries
37☐	38☐	39☐	40☐	Municipal reference service
41☐	42☐	43☐	44☐	Business division service
45☐	46☐	47☐	48☐	Government documents division service
49☐	50☐	51☐	52☐	Science and engineering department service
53☐	54☐	55☐	56☐	Delivery to city government offices of library materials
57☐	58☐	59☐	60☐	Routing of journals to city government employees
61☐	62☐	63☐	64☐	Routing of lists of new government documents to city government employees
65☐	66☐	67☐	68☐	16mm films
69☐	70☐	71☐	72☐	Public meeting rooms, auditorium

12. Check the manner in which your agency most often contacts the Denver Public Library for information? Check one box only.

73☐ Telephone
74☐ Personal visits by employees
75☐ Messenger service
76☐ Correspondence

12A. *IF MOST OF YOUR AGENCY'S CONTACTS WITH DENVER PUBLIC LIBRARY ARE VIA TELEPHONE,* how would you rate the service the Denver Public Library provides by telephone in meeting your agency's information needs?

77☐ Excellent 78☐ Fair 79☐ Poor

□ □□□
1 2 3 4

13. In your opinion is the Denver Public Library generally doing an excellent, fair, or poor job of serving agencies such as yours?

5☐ Excellent job 6☐ Fair job 7☐ Poor job

13A. What specifically is the reason for your rating?

8☐

14. As far as speed in acquiring information from the Denver Public Library is concerned which one of the following statements applies to your particular agency most often?

9☐ We generally need the information in a few hours, in most cases.
10☐ We could wait 24 hours for the information, in most cases.
11☐ Two-day or three-day service would be acceptable, in most cases.
12☐ One-week service would be acceptable, in most cases.

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15. How useful would your agency find it if the Denver Public Library provided the following kinds of services:

We would find this: Very useful	Fairly useful	Not useful	
13☐	14☐	15☐	Literature searches would be provided for a nominal fee on all sources of materials on a particular subject, and the Library would provide any of the materials from its collection or through copy from other libraries.
16☐	17☐	18☐	Provide a current awareness program in which an agency would list its key areas of interest. Each month, the Library would provide the agency with a list of all new books, articles, and other publications received.
19☐	20☐	21☐	Provide conducted tours of the Library's governmental collection for city agency employees.
22☐	23☐	24☐	Provide information services during the late evenings and weekends.
25☐	26☐	27☐	Provide summaries of articles and books on specific subjects.
28☐	29☐	30☐	Provide a library specialist to specifically serve local city governmental agencies and to act as liaison between the library and city agencies.
31☐	32☐	33☐	Provide city agencies with a brochure listing the governmental information services and materials of the Denver Public Library.

15A. What services not on this list would your agency find useful if provided by the Denver Public Library?

34☐

16. In your opinion should the Denver Public Library serve as a data bank clearinghouse and access point to other data banks throughout the country in providing information on urban problems?

35☐ Yes 36☐ No 37☐ Not sure

16A. *IF YOU THINK THE DENVER PUBLIC LIBRARY SHOULD SERVE AS A DATA BANK CLEARINGHOUSE,* how much use of such a data bank would your agency make – if, say, the bank could circulate updated weekly or monthly reports. Would your agency use such a service very frequently, fairly frequently, or rarely?

38☐ Very frequently 39☐ Fairly frequently 40☐ Rarely

17. Please indicate the willingness of your agency to participate in the following:

We would be very willing	We would be fairly willing	We would not be willing	
41☐	42☐	43☐	Giving copies of your agency's publications to the Library?
44☐	45☐	46☐	Giving surplus books and publications to the Library?
47☐	48☐	49☐	Purchasing a subscription to a special information type of newsletter on urban problems for public agencies?
50☐	51☐	52☐	Paying a charge for each special service or transaction, such as lengthy literature searches?
53☐	54☐	55☐	Paying an annual membership fee for special Library services?
56☐	57☐	58☐	Serving as expert sources to be consulted by the Library in serving the information needs of others?
59☐	60☐	61☐	Transferring your own library either entirely (or partially) over to the Denver Public Library to be run by it?

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1. Location of government agency.

	Percentage
Within Civic Center complex	42%
Outside Civic Center complex	51
Both	7
Total	100%

2. Does your agency maintain a library or special collections of information and references?

	Percentage
Yes	86%
No	14
Don't know	0
Total	100%

(IF YES) Is this library or special collection available to all professionals employed by the City of Denver?

	Percentage
Yes	66%
No	29
Don't know	5
Total	100%

If your agency maintains a special library or special collections, how would you rate the overall adequacy of your agency's own library and/or special collections in providing for the information needs of the agency?

	Percentage
Excellent	22%
Fair	56
Poor	22
Total	100%

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3. Overall, in which of the following categories do most of your agency's information needs fall? Check as many boxes as apply.

	Percentage		
	Total	Users	Nonusers
Census and demographic data	41%	49%	18%
Budgets and finances	35	37	27
Legal matters; court procedures	34	37	27
Personnel management	34	42	9
Physical planning and development	33	37	18
Environmental concerns	31	35	18
Public administration	31	37	14
Minority concerns	29	37	5
Citizen participation	28	32	14
Parks, recreation, cultural activities	26	30	14
Public safety	26	26	23
Transportation	26	32	14
Intergovernmental relations	26	35	5
Housing concerns	25	32	9
Public works and sanitation	25	25	27
Citizen attitudes	24	30	5
Communication and media	24	30	5
Employment	24	30	9
Social services	24	30	9
Zoning	21	21	23
Civil rights	20	25	9
Economic development	20	25	9
Health and health services	20	25	9
Urban renewal and redevelopment	20	25	9
Race relations	20	23	9
Taxes; public finance	20	21	14
Youth activities	20	26	5
Drug abuse	19	19	18
Education	19	25	0
Social planning	19	21	9
Aged	18	23	5
Child care	18	19	14
Equal opportunities	18	23	5
Juvenile delinquency	18	19	14
Mental health; mental retardation	16	19	9
Public utilities	16	19	9
Welfare	16	19	9
Health planning	15	19	5
Poverty	15	19	5
Technological development	14	18	5
Minority economic development	13	16	
Consumer affairs	10	9	14
Voting	9	7	14

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4. To which of the following uses is the information gathered by your agency put most often?

	Percentage
Public information and referral services	29%
For help in locating literature	6
For help in analyses and preparation of reports	48
To facilitate day-to-day operations of agency	71
Total	100%

5. Please rate each of the following kinds of information in terms of its importance to the work of your particular agency.

	Percentage		
	Very Important	Fairly Important	Not At All Important
Statistical data	55%	35%	10%
Directories	21	53	26
Annotated bibliographies	4	28	68
Brief abstracts of articles and books	9	51	40
Complete articles or reports	40	44	16
Indices to books, articles and reports	18	48	34

6. What are the most serious informational problems that your agency seems to be encountering at the present time? (Check as many boxes as apply.)

	Percentage
Accessibility (too far to go to get materials)	19%
Convenience (too much trouble to get materials)	20
Unavailable information (such as unorganized raw data or nonexistent or not released information)	45
Manpower shortage (can't find qualified information people; no money to hire people; secretaries aren't information-oriented)	19
Time constraints within organization	38
Lack of knowledge of what information is available	44
Lack of knowledge of where information can be found	29
Timeliness of information (out-of-date)	33

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7. What types of information sources has your agency used during the past 12 months? (Check as many boxes as apply.)

Types of Sources	Percentage		
	Total	Users	Nonusers
Other City of Denver agencies	58%	63%	46%
Books	55	68	18
Business and trade publications	43	44	41
Agencies and personnel of cities other than Denver	43	49	27
Newspapers and newsletters	43	51	23
Denver Regional Council of Governments	41	49	23
Academic/scientific organizations and societies	38	46	14
U.S. government agencies	36	46	14
Colorado state agencies	31	37	18
Denver Public Library Municipal Reference Services	30	42	0
Directories	28	28	27
American Public Works Association	25	28	18
National League of Cities/U.S. Conference of Mayors	24	28	14
Denver Public Library government document department	23	32	0
Colorado Municipal League	20	21	18
College or university library	18	25	0
Other services of Denver Public Library	18	25	0
General magazines	16	23	0
Special libraries of other municipal, state, or federal agencies	16	18	14
International City Management Association	15	21	0
College professors or laboratories	14	19	0
Fee-paid data and information services	14	16	9
American Society of Planning Officials	9	12	0
Boulder Municipal Reference Service	6	9	0

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8. Would you say that your agency is very familiar with the various governmental services that the Denver Public Library provides, fairly familiar, or not at all familiar with the Denver Public Library's governmental services?

	Percentage
Very familiar	9%
Fairly familiar	47
Not at all familiar	44
Total	100%

PERCENT OF AGENCIES FAMILIAR WITH DPL SERVICES BY SIZE

Degree of Familiarity	Percentage		
	Large	Medium	Small
Very familiar	6%	11%	6%
Fairly familiar	47	39	55
Not at all familiar	47	50	39
	100%	100%	100%

PERCENT FAMILIAR WITH DPL BY TYPE OF AGENCY

Type of Agency	Percentage		
	Very Familiar	Fairly Familiar	Unfamiliar
Public protection	0%	67%	33%
Welfare	0	50	50
Public transportation	0	0	100
Health and hospitals	0	17	83
Public works	8	30	62
Planning and management	18	59	23
Parks and recreation	25	50	25
Urban renewal	0	50	50

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9. About how many times in the past 12 months has your agency made use of the Denver Public Library for information relating to your agency's work?

	Percentage
None	28%
Once or twice	15
3 to 5 times	17
6 to 10 times	13
Over 10 times	27
Total	100%

USAGE BY AGENCY LOCATION

	Percentage	
	Uses	Never Uses
Within Civic Center	73%	27%
Outside Civic Center	72	28
Both locations	80	20
All agency total	72	28

PERCENT OF USAGE BY LOCATION

	Percentage	
	Users	Nonusers
Within Civic Center	43%	43%
Outside Civic Center	50	52
Both locations	7	5
Total	100%	100%

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PERCENT USING DPL WITHIN EACH TYPE OF AGENCY

Agency Type	Percentage	
	Uses	Never Uses
Public protection	54%	46%
Welfare	100	0
Public transportation	50	50
Health and hospitals	67	33
Public works	54	46
Planning and management	82	18
Parks and recreation	87	13
Urban renewal	100	0
All agency total	72	28

PERCENT OF USAGE REPRESENTED BY TYPE OF AGENCY

Agency Type	Percentage Users
Public protection	16%
Welfare	4
Public transportation	4
Health and hospitals	7
Public works	12
Planning and management	31
Parks and recreation	12
Urban renewal	14
Total	100%

PERCENT OF AGENCIES USING DPL WITHIN EACH SIZE CATEGORY

Size	Percentage			
	Never Uses	Once or Twice	Three to Ten Times	Over Ten Times
Large	13%	13%	34%	40%
Medium	32	18	29	21
Small	30	15	34	21
All agency total	28	15	30	27

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9A. If your agency used the Denver Public Library during the past 12 months, how often were the information needs of your agency satisfied by the Denver Public Library during the past 12 months.

	Percentage
Always	35%
Sometimes	60
Hardly ever	5
Total	100%

PERCENT SATISFIED BY FREQUENCY OF USE

	Percentage		
Degree of Satisfaction	Used Once or Twice	Used Three to Ten Times	Used Over Ten Times
Always satisfied	25%	42%	32%
Sometimes satisfied	58	48	63
Hardly ever satisfied	17	10	5
Total	100%	100%	100%

PERCENT SATISFIED BY SIZE

	Percentage		
Degree of Satisfaction	Large	Medium	Small
Always satisfied	33%	50%	17%
Sometimes satisfied	67	44	74
Hardly ever satisfied	0	6	9
Total	100%	100%	100%

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PERCENT SATISFIED BY TYPE OF AGENCY

Type of Agency	Percentage		
	Always Satisfied	Sometimes Satisfied	Hardly Ever Satisfied
Public protection	56%	44%	0%
Welfare	100	0	0
Public transportation	50	50	0
Health and hospitals	0	100	0
Public works	43	57	0
Planning and management	33	56	11
Parks and recreation	14	86	0
Urban renewal	13	75	12

10. If your agency has not used the Denver Public Library in the past 12 months, what is the one main reason for your agency not using the Denver Public Library? Check one box only.

	Percentage
We just don't know what services the Denver Public Library can provide an agency such as ours	16%
We only have an occasional need for the services provided by the Denver Public Library	16
We are able to satisfy our needs without using the Denver Public LIbrary	47
We have tried using the Denver Public Library in the past and for one reason or another have not been satisfied with its service	0
To tell the truth we never considered the Denver Public Library as a source that might be useful for us	21
Total	100%

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11. How frequently does your agency use each of the following services of the Denver Public Library?

	Percentage			
	Use Regularly	Occa-sionally Use	Rarely Use	Never Use
Books, magazines, newspapers and other publications	15%	53%	21%	11%
Catalogues and indices	11	43	34	12
Assistance in using Library resources	6	37	33	24
Assistance in finding extensive information	7	27	30	36
Equipment for reading microfilm or microfiche	0	5	35	60
Self-service copying machines	0	16	21	63
Answering telephone requests for specific information	4	30	24	42
Obtaining materials for City employees from other libraries	4	9	16	71
Municipal reference service	2	39	17	42
Business division service	5	33	2	60
Government documents division service	11	28	23	38
Science and engineering department service	6	24	13	57
Delivery to City government offices of Library materials	7	12	9	72
Routing of journals to City government employees	9	16	2	73
Routing of lists of new government documents to City government employees	2	11	7	80
16 mm films	2	9	16	73
Public meeting rooms, auditorium	0	13	29	58

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12. Check the manner in which your agency most often contacts the Denver Public Library for information. Check one box only.

	Percentage
Telephone	16%
Personal visits by employees	75
Messenger service	5
Correspondence	4
Total	100%

12A. If most of your agency's contacts with Denver Public Library are via telephone, how would you rate the service the Denver Public Library provides by telephone in meeting your agency's information needs?

	Percentage
Excellent	78%
Fair	22
Poor	0
Total	100%

13. In your opinion is the Denver Public Library generally doing an excellent, fair, or poor job of serving agencies such as yours?

	Percentage
Excellent job	54%
Fair job	40
Poor job	6
Total	100%

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PERCENT OVERALL RATING FOR DPL BY SIZE

Rating	Percentage		
	Large	Medium	Small
Excellent	42%	53%	57%
Fair	58	35	38
Poor	0	12	5
Total	100%	100%	100%

PERCENT OVERALL RATING FOR DPL BY TYPE OF AGENCY

Type of Agency	Percentage		
	Excellent	Fair	Poor
Public protection	67%	33%	0%
Welfare	0	100	0
Public transportation	0	100	0
Health and hospitals	50	50	0
Public works	43	57	0
Planning and management	67	27	6
Parks and recreation	71	29	0
Urban renewal	54	40	6

14. As far as speed in acquiring information from the Denver Public Library is concerned, which one of the following statements applies to your particular agency most often?

	Percentage
We generally need the information in a few hours, in most cases	22%
We could wait 24 hours for the information, in most cases	33
Two-day or three-day service would be acceptable, in most cases	41
One-week service would be acceptable, in most cases	4
Total	100%

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15. How useful would your agency find it if the Denver Public Library provided the following kinds of services:

	Percentage		
	Very Useful	Fairly Useful	Not Useful
Literature searches would be provided for a nominal fee on all sources of materials on a particular subject, and the Library would provide any of the materials from its collection or through copy from other libraries.	21%	27%	52%
Provide a current awareness program in which an agency would list its key areas of interest. Each month, the Library would provide the agency with a list of all new books, articles, and other publications received.	29	44	27
Provide conducted tours of the Library's governmental collection for City agency employees.	16	34	50
Provide information services during the late evenings and weekends.	5	20	75
Provide summaries of articles and books on specific subjects.	13	55	32
Provide a library specialist to specifically serve local City governmental agencies and to act as liaison between the Library and City agencies.	40	37	23
Provide City agencies with a brochure listing the governmental information services and materials of the Denver Public Library.	50	36	14

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DEGREE OF USEFULNESS FOR SEVEN PROPOSED SERVICES
BY USERS AND NONUSERS

Proposed Service	Percentage					
	Very Useful		Fairly Useful		Not Useful	
	Users	Non-users	Users	Non-users	Users	Non-users
Provide agencies with brochures listing services	51%	48%	36%	33%	13%	19%
Library specialist to assist City agencies	49	11	33	50	18	39
Current awareness programs	35	6	41	56	24	38
Literature searches	24	13	28	20	48	67
Conducted tours of Library	19	6	40	12	41	82
Summaries of articles and books on specific subjects	14	11	60	39	26	50
Information services during late evenings and weekends	6	0	20	19	74	81

16. In your opinion should the Denver Public Library serve as a data bank clearinghouse and access point to other data banks throughout the country in providing information on urban problems?

	Percentage
Yes	39%
No	3
Not sure	58
Total	100%

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16A. If you think the Denver Public Library should serve as a data bank clearinghouse, how much use of such a data bank would your agency make--if, say, the bank could circulate updated weekly or monthly reports? Would your agency use such a service very frequently, fairly frequently, or rarely?

	Percentage
Very frequently	15%
Fairly frequently	52
Rarely	33
Total	100%

17. Please indicate the willingness of your agency to participate in the following:

	Percentage		
	We would be Very Willing	We would be Fairly Willing	We would Not be Willing
Giving copies of your agency's publications to the Library	60%	21%	19%
Giving surplus books and publications to the Library	47	33	20
Purchasing a subscription to a special information type of newsletter on urban problems for public agencies	17	33	50
Paying a charge for each special service or transaction, such as lengthy literature searches	12	38	50
Paying an annual membership fee for special Library services	6	36	58
Serving as expert sources to be consulted by the Library in serving the information needs of others	43	47	9
Transferring your own library either entirely or partially over to the Denver Public Library to be run by it	4	8	88

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DEGREE OF WILLINGNESS TO PARTICIPATE IN SEVEN PROPOSED PROGRAMS BY USERS AND NONUSERS

	Percentage					
	Very Willing		Fairly Willing		Not Willing	
	Users	Non-users	Users	Non-users	Users	Non-users
Giving copies of agency publications to the Library	68%	39%	21%	22%	11%	39%
Giving surplus books and publications to the Library	51	37	34	32	15	31
Serving as expert sources to be consulted by the Library in serving the information needs of others	42	45	47	50	11	5
Purchasing a subscription to a newsletter on urban problems	20	11	35	28	45	61
Paying a charge for special services (i.e., literature searches)	14	6	42	28	44	66
Paying an annual membership fee for special Library services	6	6	40	28	54	66
Transferring agency library to Denver Public Library	4	5	10	5	86	90

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APPENDIX D

SELECTED CITIZENS SURVEY DATA

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APPENDIX D

TABLE D1. DENVER CITIZENS' USE/NONUSE OF DFL RELATIVE TO THEIR USE (1) MONTHS BY SELECTED CHARACTERISTICS (IN PERCENT)

	CITIZENS		
SELECTED CHARACTERISTICS	USERS (N=183)*	NONUSERS (N=292)	TOTAL SAMPLE (N=475)
Age			
<18	33**	23%	30%
18-34	40	27	28
≥35	27	50	42
Education			
Up to college	24	65	49
Some college	25	22	23
College	34	9	18
Post-college	17	4	9
Sex			
Female	53	59	56
Male	47	41	44
Occupation			
Employed	66	45	53
Homemaker only	10	28	24
Retired	9	21	16
Student	5	3	4
Unemployed	2	3	3
Marital Status			
Married	55	61	58
Single	29	11	17
Divorced	9	10	10
Widowed	5	15	11
Separated	1	3	3
Other	1	--	1
Race			
White	87	69	74
Black	8	11	10
Spanish American	3	17	12
Other	2	3	2
Automobile Ownership			
None	11	21	17
One	39	45	43
Two	31	25	27
Three	14	8	10
Four or more	5	1	3
Household Annual Earnings			
<$15,000	14	23	20
$15,000-$9,999	25	31	29
$10,000-$14,999	28	28	27
≥$15,000	33	18	24
Activity in Community			
Very active	7	3	4
Fairly active	31	13	20
Not at all active	60	82	74
Not sure/depends	2	2	2
Municipal Voting Past Three Years			
Voted in all elections	45	27	34
Voted in some	21	30	26
Didn't vote in any	34	41	39
Not sure/can't recall	--	2	1
Other Information Sources			
Newspapers	51	40	44
Television	34	46	42

*183 DFL users were interviewed in the household survey.

**Ad: Thirty-three percent of the persons using DFL during the past 12 months are under age 18.

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APPENDIX D

TABLE D2. PROFILE OF DPL USER HOUSEHOLDS

SELECTED CHARACTERISTICS	RACE		
	White/Other (N=158)	Black (N=15)	Spanish American (N=6)
Age			
18-20	3%	7%	0%
21-25	17	13	17
26-34	29	20	83
35-44	16	40	0
45-54	17	20	0
55-64	11	--	0
Over 65	7	--	0
Sex			
Male	49	33	50
Female	51	67	50
Education			
Less than 8th	0	0	0
8th grade	1	0	0
Some high school	5	7	49
Finished high school	13	33	17
Technical school	2	0	17
Some college	24	46	0
Finished college	35	7	17
Post-graduate	20	7	0
Income			
Under $5,000	15	0	16
$5,000-$9,999	25	40	0
$10,000-$14,999	23	40	67
Over $15,000	37	20	17

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APPENDIX D

TABLE D3. PROFILE OF DPL NONUSER HOUSEHOLDS

SELECTED CHARACTERISTICS	RACE		
	White/Other (N=206)	Black (N=32)	Spanish American (N=49)
Age			
18-20	4%	9%	10%
21-25	8	22	12
26-34	17	16	23
35-44	10	9	12
45-54	17	13	25
55-64	14	19	8
Over 65	30	12	10
Sex			
Male	46	38	20
Female	54	62	80
Education			
Less than 8th	4	19	23
8th grade	9	6	18
Some high school	14	19	33
Finished high school	23	31	18
Technical school	7	0	0
Some college	25	22	8
Finished college	13	0	0
Post-graduate	5	3	0
Income			
Under $5,000	21	48	21
$5,000-$9,999	28	36	31
$10,000-$14,999	29	16	33
Over $15,000	22	0	15

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APPENDIX D

TABLE D4. DENVER HOUSEHOLDS USAGE/NONUSAGE OF 23 DPL SERVICES DURING THE PAST 12 MONTHS BY DPL LOCATION (IN PERCENT)

DPL HOUSEHOLD SERVICE	TOTAL USE (N=183)	DPL LOCATION	
		Main (N=100)	Branch (N=83)
Lending books, magazines, and other publications	76%*	68%	85%
Reference section to look up particular facts	66	78	53
Back issues of magazines for reference	35	38	31
Photocopying machines for public use	34	33	36
Lists of materials on a topic	34	39	28
Information given over the telephone	31	32	29
Phonograph records that can be borrowed	24	31	14
Obtaining materials for you from other libraries	24	19	31
Newspapers from out of state	20	26	12
Bookmobile carrying a selection of materials	15	10	22
Files of newspaper clippings	15	14	16
Story hours for children	14	6	22
Films, filmstrips, slides	12	16	8
Micro-reproduction for reference	12	14	8
Pamphlet files	11	12	10
Non-English books/periodicals	10	11	9
Special programs/lectures	10	7	13
Framed pictures for in-home use	9	11	7
Music scores	9	11	7
Typewriters for public use	9	12	4
Meeting facilities	7	4	10
Tapes/cassettes	6	7	5
Books for the blind	5	4	7

*Read: Seventy-five percent of DPL citizen users use the Library's document lending service; 25 percent do not use this particular service.

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TABLE D5. PERCENTAGE OF DENVERITES USING DIFFERENT INFORMATION SOURCES BY RACE

INFORMATION SOURCE	RACE		
	White/Other	Black	Spanish American
Mass media	77%	72%	60%
Denver Public Library	69	70	60
Experts, specialists	59	66	73
Friends, neighbors	56	36	49
Local firms/associations	55	57	67
Special purchase reference sources	55	43	53
Already owned reference sources	50	45	49
Academic libraries	48	55	56
Local media offices	40	38	44
Special libraries	33	45	51
Local museum	23	23	16
Non-Denver public library	18	28	15

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APPENDIX D

TABLE D6. PERCENTAGE OF DENVERITES USING DIFFERENT INFORMATION SOURCES BY ANNUAL HOUSEHOLD INCOME

	HOUSEHOLD INCOME			
INFORMATION SOURCE	<$5,000	$5,000-9,999	$10,000 14,999	Over $15,000
Mass media	58%*	70%	80%	86%
Denver Public Library	51	66	71	83
Experts	48	55	63	78
Local organizations	44	56	60	68
Friends	40	51	55	67
Academic libraries	37	55	52	68
Purchased reference sources	37	49	53	76
Local media offices	32	39	35	56
Already owned reference sources	31	47	48	69
Special libraries	28	33	34	49
Non-Denver public library	15	17	15	28
Local museum	15	15	20	36

*Read: Nearly three out of five Denverites whose annual household incomes are under $5,000 most frequently use newspapers, TV, and other mass media to obtain needed information.

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APPENDIX D

TABLE D7. PERCENTAGE OF DENVERITES USING DIFFERENT INFORMATION SOURCES BY EDUCATION

	EDUCATION							
INFORMATION SOURCES	Less Than 8th	8th Grade	Some High School	High School	Tech. School	Some College	College	Post-Grad.
Local organizations	42%*	52%	57%	59%	65%	62%	51%	63%
Mass media	42	45	68	69	71	82	87	86
Already owned reference sources	35	29	41	42	53	54	55	72
Experts	31	65	59	71	59	66	64	47
Local media offices	31	29	41	41	35	47	42	30
Friends	31	19	46	55	71	54	69	61
Denver Public Library	27	45	65	66	65	73	80	84
Academic libraries	27	16	43	49	41	64	49	67
Special libraries	19	39	27	37	47	45	30	40
Purchased reference sources	19	23	46	55	53	61	63	74
Local museum	15	3	14	13	41	25	32	33
Non-Denver public library	4	3	19	16	6	23	18	35

*Read: Approximately two-fifths of those Denverites with less than an 8th grade education use local businesses, government agencies, or technical/social associations to obtain needed information.

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APPENDIX D

TABLE D8. PERCENTAGE OF DENVERITES USING DIFFERENT INFORMATION SOURCES BY AGE

INFORMATION SOURCE	AGE 18-20	21-25	26-34	35-44	45-54	55-64	65+
Denver Public Library	78%*	70%	79%	75%	70%	73%	39%
Mass media	74	82	87	89	69	56	57
Academic libraries	74	63	63	49	52	37	23
Experts	74	62	65	71	58	64	49
Friends	70	73	74	61	42	32	28
Local organizations	70	58	57	64	57	63	44
Purchased reference sources	65	58	73	69	52	53	16
Already owned reference sources	61	52	59	53	51	42	31
Special libraries	44	43	42	41	41	25	20
Local media offices	39	35	43	49	36	44	35
Non-Denver public library	35	20	29	23	17	3	7
Local museum	26	22	31	31	20	7	13

*Read: Seventy-eight percent of 18-20 year old Denver citizens cite the DPL as a frequently used information source.

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APPENDIX D

TABLE D9. FREQUENCY OF CITIZEN USE OF DPL SERVICES BY SELECTED CHARACTERISTICS (IN PERCENT)

SELECTED CHARACTERISTICS	CITIZEN USE FREQUENCY ≥11 Times (N=67)	1-10 Times (N=116)	Never (N=292)
Sex			
Female	61%*	47%	59%
Male	39	53	41
DPL Location			
Main	63	51	46
Branch	37	49	54
Race			
White	82	89	69
Black	12	6	11
Spanish American	3	4	17
American Indian	--	--	1
Other	3	1	2
Automobile Ownership			
Two or more	47	52	34
One	40	38	45
None	13	10	21

*Read: Sixty-one percent of the female citizen users used DPL services 11 or more times during the past 12 months.

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APPENDIX D

TABLE D11. SELECTED CHARACTERISTICS OF DPL CARDHOLDERS AND NONCARDHOLDERS

SELECTED CHARACTERISTICS	HAVE CARDS	DO NOT HAVE CARDS
Age		
1-5	7%	93%
6-11	64	36
12-17	59	41
18-20	40	60
21-25	56	44
26-34	44	56
35-44	50	50
45-54	32	68
55-64	27	73
Over 65	20	80
Sex		
Male	38	62
Female	39	61
Race		
White/other	44	56
Black	32	68
Spanish American	13	87
Education		
Less than 8th	4	96
8th grade	7	93
Some high school	16	84
Finished high school	32	68
Technical school	12	88
Some college	44	56
Finished college	59	41
Post-graduate	84	16
Income		
Under $5,000	25	75
$5,000-$9,999	36	64
$10,000-$14,999	40	60
Over $15,000	52	48

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APPENDIX D

TABLE D10. FREQUENCY OF HOUSEHOLD DPL USE
BY SELECTED CHARACTERISTICS

SELECTED CHARACTERISTICS	FREQUENCY OF DPL USE				
	Never	1-5 Times	6-10 Times	11-15 Times	Over 15 Times
Age					
1-5	79%	7%	3%	4%	7%
6-11	38	12	23	9	18
12-17	42	19	15	8	16
18-20	54	18	5	4	19
21-25	49	28	3	3	17
26-34	50	24	8	5	13
35-44	52	21	5	8	14
45-54	67	17	5	1	10
55-64	68	11	3	2	6
Over 65	89	7	0	0	4
Sex					
Male	59	24	5	3	9
Female	64	15	5	3	13
Race					
White/other	57	22	6	3	12
Black	68	15	0	4	13
Spanish American	88	4	4	0	4
Education					
Less than 8th	100	0	0	0	0
8th grade	97	3	0	0	0
Some high school	81	10	6	0	3
Finished high school	73	19	3	2	3
Technical school	77	12	0	0	11
Some college	58	16	6	7	13
Finished college	30	39	6	1	24
Post-graduate	26	30	12	9	23
Income					
Under $5,000	73	9	4	1	13
$5,000-$9,999	65	17	5	4	9
$10,000-$14,999	61	20	6	5	8
Over $15,000	45	33	5	3	14

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APPENDIX D

TABLE D12. REASONS FOR NONUSE OF DPL GIVEN BY DIFFERENT RACIAL SEGMENTS OF THE POPULATION

REASONS FOR NONUSE	RACE		
	White/Other	Black	Spanish American
Too busy	32%	38%	37%
No Library card	22	16	24
Don't think of going to Library	20	31	33
Do little reading	19	13	24
Rather buy than borrow	16	3	8
Don't know much about DPL	15	19	12
If I can't buy materials, I can borrow them from someone I know	12	0	6
I use a library other than DPL	9	6	0
Library too far away	9	3	10
Transportation is a problem	8	9	12
Don't like using a library	6	3	4
Not much need for Library	5	0	2
Library hours inconvenient	3	0	4
Library does not have what I want	2	3	2
Trouble with telephone service at DPL	1	--	--
Library personnel are usually unpleasant	--	--	--
Library personnel not helpful	--	--	--
Library makes me feel uncomfortable	--	--	--

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APPENDIX D

TABLE D13. HOUSEHOLD AWARENESS OF AND PARTICIPATION IN SELECTED DPL SPECIAL PROGRAMS BY RACE

SPECIAL PROGRAM	RACE		
	White/Other	Black	Spanish American
Vacation Reading			
Heard of	43%	45%	35%
Taken part	18	21	20
Black Awareness			
Heard of	35	57	24
Taken part	1	28	0
Right to Read			
Heard of	33	15	36
Taken part	4	4	6
Colorful Colorado			
Heard of	30	28	27
Taken part	2	2	2
Viva Mejicano			
Heard of	18	9	29
Taken part	1	0	2
College Level Exam			
Heard of	21	13	7
Taken part	4	4	0
Focus on Mental Retardation			
Heard of	17	21	13
Taken part	2	0	4
Bi-Culturalism			
Heard of	16	15	9
Taken part	1	0	0
On Your Own			
Heard of	14	11	16
Taken part	6	4	0
Portfolio Strategy Today			
Heard of	7	4	6
Taken part	0	0	0

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APPENDIX D

TABLE D14. HOUSEHOLD AWARENESS OF AND PARTICIPATION IN SELECTED DPL SPECIAL PROGRAMS BY AGE

SPECIAL PROGRAM	AGE 18-20	21-25	26-34	35-44	45-54	55-64	65+
Vacation Reading							
Heard of	35%	35%	52%	59%	54%	32%	20%
Taken part	17	13	19	41	26	7	4
Black Awareness							
Heard of	39	35	46	39	28	32	29
Taken part	9	5	1	8	3	2	2
Right to Read							
Heard of	9	33	36	31	36	31	28
Taken part	0	3	4	10	3	2	7
Colorful Colorado							
Heard of	22	25	25	33	32	36	34
Taken part	4	0	1	2	3	3	2
Viva Mejicano							
Heard of	13	7	22	21	12	25	18
Taken part	0	0	3	0	0	0	1
College Level Exam							
Heard of	9	22	12	26	20	20	16
Taken part	4	3	1	3	4	1	7
Focus on Mental Retardation							
Heard of	17	5	12	16	20	17	29
Taken part	0	0	3	0	1	0	6
Bi-Culturalism							
Heard of	9	5	18	26	10	10	21
Taken part	0	0	0	7	0	0	0
On Your Own							
Heard of	13	10	13	16	19	9	15
Taken part	9	3	6	3	5	2	7
Portfolio Strategy Today							
Heard of	4	2	8	7	4	7	11
Taken part	0	0	0	0	0	2	0

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APPENDIX D

TABLE D15. CITIZEN FAMILIARITY WITH 23 DPL SERVICES (IN PERCENT)

DPL CITIZEN SERVICE	HEARD OF (N=183)
Document lending	94%
Reference services	85
Back issues of magazines	71
Photocopying machines	66
Bookmobiles	63
Phonograph records	60
Lists of materials on a topic	59
Out of state newspapers	56
Films, filmstrips, slides	54
Interlibrary loan	52
Telephone inquiry	49
Newspaper clippings file	44
Children's story hours	44
Special programs or lectures	37
Non-English books/periodicals	35
Pamphlet files	35
Tape recordings and cassettes	33
Books for the blind	33
Micro-reproduction	33
Framed pictures	32
Music scores	32
Typewriters for public use	30
Meeting rooms for groups	26

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APPENDIX D

TABLE D16. SELECTED ASPECTS OF DENVER CITIZENS IMAGE OF THE DENVER PUBLIC LIBRARY

SELECTED ASPECT	CITIZEN		TOTALS (N=475)
	Users (N=183)	Nonusers (N=292)	
Predisposition Image			
Cold	61%	46%	52%
Warm	36	18	25
Unfriendly	36	15	24
Friendly	22	10	15
Post-Disposition Image			
Not very helpful	51	21	33
Helpful	50	24	34
Not very interesting	31	11	19
Interesting	25	8	15
Not very satisfying	21	6	12
Satisfying	8	7	7
Service Image			
Convenient to get to	46	22	31
Inconvenient to get to	33	16	23
Unpleasant place to visit	43	23	31
Pleasant place to visit	33	17	23
Difficult to get what I want	33	18	24
Easy to get what I want	26	9	16

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APPENDIX D

TABLE D17. PERCENTAGES OF DENVERITES EXPRESSING DIFFERENT VIEWS OF THE DPL BY ANNUAL HOUSEHOLD INCOME
(Factors on Which No Intergroup Differences Exist are Eliminated)

	HOUSEHOLD INCOME			
IMAGE FACTOR	<$5,000	$5,000-9,999	$10,000-14,999	Over $15,000
Predisposition Factors				
Warm	26%	20%	31%	22%
Unfriendly	18	17	28	31
Post-Disposition Factors				
Helpful	35	27	36	40
Not helpful	23	28	38	42
Interesting	15	10	20	15
Not very interesting	14	16	25	19
Service Factors				
Usually don't have what I want	30	22	38	41
Difficult to get what I want	18	20	25	32
Easy to get what I want	9	16	16	21

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APPENDIX D

TABLE D18. PERCENTAGE OF DENVERITES EXPRESSING DIFFERENT VIEWS OF THE DPL BY RACE
(Factors on Which No Intergroup Differences Exist are Eliminated)

IMAGE FACTOR	RACE		
	White/Other	Black	Spanish American
Usually have what I want	38%	28%	22%
Helpful	38	23	22
Not very helpful	37	23	20
Convenient to get to	33	23	31
Warm	27	26	11
Difficult to get what I want	26	21	13

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APPENDIX D

TABLE D19. PERCENTAGE OF DENVERITES EXPRESSING DIFFERENT VIEWS BY AGE
(Factors on Which No Intergroup Differences Exist are Eliminated)

	AGE						
IMAGE FACTOR	18-20	21-25	26-34	35-44	45-54	55-64	65+
Predisposition Factors							
Unfriendly	17%	12%	29%	33%	26%	24%	18%
Warm	9	22	31	20	23	31	26
Friendly	0	3	16	13	16	20	22
Post-Disposition Factors							
Not helpful	22	27	39	46	26	34	29
Helpful	17	30	32	39	40	31	37
Not very interesting	13	5	23	18	23	25	18
Interesting	4	12	19	13	17	17	13
Service Factors							
Usually don't have what I want	35	37	32	41	37	25	23
Usually have what I want	27	23	34	39	47	39	30
Inconvenient to get to	26	17	20	26	26	25	23
Convenient to get to	22	20	32	39	37	29	32
Unpleasant to visit	22	7	37	38	28	29	29
Pleasant to visit	13	13	23	30	22	32	22
Difficult to get what I want	9	20	23	28	28	29	20
Easy to get what I want	0	12	17	23	22	19	7

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APPENDIX D

TABLE D20. PERCENTAGE OF EXCELLENT RATINGS BY AGE

RATING CRITERION	AGE 18-20	21-25	26-34	35-44	45-54	55-64	65+
Friendliness of the personnel	86%*	93%	76%	71%	79%	78%	83%
Helpfulness of the personnel	86	87	85	82	73	89	75
Expertness of the personnel	71	80	65	74	64	78	67
Ease with which to get to	71	73	72	80	78	78	100
Ease with which books and references can be found	71	50	62	47	58	78	75
Adequacy of book collection	71	50	43	46	55	61	50
Attractiveness and comfort of the interior	57	87	64	66	70	83	25
Convenience of its hours	57	70	47	66	58	72	83
Adequacy of reference services	57	57	62	69	56	72	58
Variety of services in addition to lending	43	80	66	63	72	78	75
Attractiveness of the exterior	29	77	61	68	70	83	83
Ease of getting through by telephone	14	30	28	38	47	50	42
Parking facilities	--**	10	17	37	52	22	50

*Read: Eight out of nine persons between 18 and 20 years old gave DPL an excellent rating on friendliness.

**Read: None of the 18-20 year old citizens gave DPL an excellent rating on parking.

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APPENDIX D

TABLE D21. PERCENTAGE OF EXCELLENT RATINGS BY RACE

RATING CRITERION	RACE		
	White/Other	Black	Spanish American
Helpfulness of the personnel	84%*	79%	89%
Friendliness of the personnel	81	80	89
Ease with which to get to	77	80	78
Attractiveness of the exterior	72	53	67
Attractiveness and comfort of the interior	72	67	89
Expertness of the personnel	70	80	88
Variety of services in addition to lending	64	47	56
Adequacy of reference services	62	67	78
Ease with which books and references can be found	61	50	78
Convenience of its hours	61	60	56
Adequacy of book collection	49	60	67
Ease of getting through by telephone	35	43	44
Parking facilities	27	40	33

*Read: Eighty-four percent of the citizens in the White/Other category gave DPL an excellent rating regarding helpfulness of the personnel.

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APPENDIX D

TABLE D22. PERCENTAGE OF EXCELLENT RATINGS BY INCOME

RATING CRITERION	HOUSEHOLD INCOME			
	<$5,000	$5,000-10,000	$10,000-15,000	Over $15,000
Helpfulness of the personnel	92%*	84%	71%	86%
Ease with which to get to	84	69	81	77
Variety of services in addition to lending	81	69	58	74
Friendliness of the personnel	77	84	69	84
Ease with which books and references can be found	77	84	56	56
Expertness of the personnel	73	59	67	71
Attractiveness of the exterior	65	69	67	70
Attractiveness and comfort of the interior	62	76	75	67
Adequacy of reference services	62	63	58	48
Convenience of its hours	58	65	56	61
Adequacy of book collection	54	57	44	47
Ease of getting through by telephone	31	39	33	37
Parking facilities	12**	14	23	45

*Read: Ninety-two percent of the households earning less than $5,000 per year rate DPL "excellent" in terms of the helpfulness of the personnel.

**Read: Only 12 percent of the households earning less than $5,000 per year rate DPL's parking as excellent.

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APPENDIX D

TABLE D23. PERCENTAGE OF DENVER CITIZENS WANTING SELECTED INFORMATION BY VARIOUS DEMOGRAPHIC CHARACTERISTICS

DEMOGRAPHIC CHARACTERISTIC	INFORMATION WANTED			
	Money Management	Consumer Products	Shopping Ideas	What To Do When Cheated
Age				
18-20	52%*	44%	39%	35%
21-25	15	30	25	37
26-34	27	46	48	36
35-44	28	39	41	33
45-54	17	32	33	26
55-64	12	37	32	12
65 and over	5	17	21	15
Education				
< 8th grade	8	8	8	8
8th grade	16	16	29	23
Some high school	22	27	33	37
High school	20	38	30	29
Technical school	24	47	47	35
Some college	20	37	39	23
College	18	46	44	33
Post-graduate	21	35	35	23
Household Income				
< $5,000	12	23	24	22
$5,000-$9,999	20	33	34	28
$10,000-$14,999	20	35	37	25
$15,000 and over	25	47	45	35
Race				
White/other	15	36	35	27
Black	30	30	36	26
Spanish American	33	20	33	36
Sex				
Male	13	35	29	27
Female	23	34	39	28

*Read: Fifty-two percent of 18-20 year old Denver citizens want information on home money management and budgeting.

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APPENDIX D

TABLE D24. CITIZEN REACTIONS TO FIFTEEN POSSIBLE LIBRARY SERVICES

POSSIBLE SERVICE	POTENTIAL UTILITY		
	Would Use	Not Sure	Would Not Use
Consumer referral service	54%*	5%	41%
Bibliographies of materials on special subjects	36	8	56
Catalogues of general interest materials	34	5	61
TV facilities for regular and closed-circuit programming	31	7	62
DPL departmental telephone numbers	31	10	59
Lending audio-visual equipment	30	6	64
A snack bar in main Library	30	6	64
Videotape facilities	28	7	65
Books-by-mail	27	6	67
Lending games, toys, sculptures	27	8	65
Scholar-in-residence	26	10	64
CATV Library-home reference service	25	8	67
CATV Library programs	22	7	71
Babysitting service	22	4	74
Leased wire news printer	14	6	80

*Read: Fifty-four percent of the Denver citizens say they would use a Library-operated consumer referral service.

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APPENDIX D

TABLE D25. PERCENTAGE OF DENVERITES SAYING THEY WOULD USE POTENTIAL DPL SERVICES BY RACE

POTENTIAL DPL SERVICE	RACE		
	White/Other	Black	Spanish American
Consumer referral service	52%*	53%	62%
Bibliographies	36	38	35
Lending audio-visual equipment	30	28	31
Several DPL phone numbers	29	32	42
Catalogues of DPL holdings	28	43	62
TV rooms	28	43	47
Snack bar	27	38	42
Videotape facilities	26	32	36
Scholar-in-residence	25	38	24
Lending games, toys, sculptures	24	40	40
Books-by-mail	23	36	42
CATV reference service	21	34	38
Babysitting	19	32	40
CATV DPL news service	19	32	40
Wire service printer	12	17	29

*Read: Roughly one-half of the white Denver citizens say they would use a consumer referral service if DPL were to introduce it.

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TABLE D26. PERCENTAGE OF DENVERITES SAYING THEY WOULD USE POTENTIAL DPL SERVICES BY AGE

POTENTIAL DPL SERVICE	AGE 18-20	21-25	26-34	35-44	45-54	55-64	65+
Consumer referral service	61%*	70%	69%	62%	51%	42%	20%
Catalogues of DPL holdings	52	38	42	43	30	39	9
Bibliographies	48	50	42	52	35	29	9
Snack bar in main DPL building	48	48	47	20	19	22	11
Books-by-mail	39	43	28	34	25	27	2
TV rooms	39	42	45	34	30	25	4
Babysitting	39	38	35	16	16	14	5
Several DPL phone numbers	35	37	35	46	31	24	11
Lending games, toys, sculptures	30	37	41	43	20	14	6
Scholar-in-residence	30	30	41	33	22	15	6
Lending audio-visual equipment	26	42	50	38	25	10	5
Videotape facilities	22	40	42	34	25	17	6
CATV DPL news service	22	25	32	28	20	19	6
CATV reference service	22	20	37	31	21	27	7
Wire service printer	17	15	19	23	10	12	7

*Read: Three out of five Denverites aged 18 to 20 say they would use a DPL-operated consumer referral service.

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APPENDIX D

TABLE D27. PERCENTAGE OF DENVERITES SAYING THEY WOULD USE POTENTIAL DPL SERVICES BY EDUCATION

POTENTIAL DPL SERVICE	EDUCATION							
	Less Than 8th	8th Grade	Some High School	High School	Technical School	Some College	College	Post-Grad.
Catalogues of DPL holdings	19%*	19%	40%	33%	12%	45%	27%	40%
TV rooms	19	16	37	26	18	34	34	44
Wire service printer	19	10	11	13	12	19	12	17
Consumer referral service	17	29	56	43	35	69	70	42
CATV DPL news service	15	16	25	17	24	30	18	26
Lending games, toys, sculptures	15	3	35	25	18	26	35	35
Snack bar	12	26	22	33	12	31	35	40
CATV reference service	12	23	29	24	18	27	24	28
Scholar-in-residence	12	13	14	21	24	31	35	37
Babysitting	12	10	27	31	24	23	16	21
Lending audio-visual equipment	12	7	16	25	35	37	61	35
Videotape facilities	12	5	17	39	5	46	48	17
Books-by-mail	8	13	24	30	24	32	24	35
Several DPL phone numbers	4	19	32	32	18	38	36	26
Bibliographies	4	10	24	36	24	49	44	47

*Read: One in five of Denver citizens having less than an eighth grade education say they would use DPL-developed catalogues of library materials of general interest.

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APPENDIX E

SELECTED BUSINESS SURVEY DATA

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APPENDIX E

TABLE E1. RANK ORDER OF 12 MAJOR EXTERNAL INFORMATION SOURCES USED BY LARGE AND SMALL DENVER BUSINESS FIRMS DURING THE PAST 12 MONTHS (IN PERCENT)

	FIRM SIZE*	
OUTSIDE INFORMATION SOURCE	Large (N=110)**	Small (N=26,009)
Business/trade publications	58%	51%
Denver Public Library	52	18
Business/trade associations	48	26
Equipment suppliers	43	42
University libraries	43	15
Government agencies	36	7
Other firms' libraries	31	13
Fee-paid information services	26	10
Academic/scientific groups	22	19
Chamber of Commerce	22	10
College professors/laboratories	12	1
Small Business Administration	6	5

*Large firms employ over 250 persons; small firms employ 250 or fewer persons.

**Based on the stratified sample of 142 firms, the number of firms per size category was computed. Each respondent firm then was assigned a numerical weight appropriate for its particular stratum. In analyzing data for the weighted respondent firms, percentages were calculated that reflect the number of small firms and large firms in each category under this and other questions related to DPL business use.

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APPENDIX E

TABLE E2. DENVER BUSINESS USE/NONUSE OF 17 DPL SERVICES BY FREQUENCY OF USE DURING THE PAST 12 MONTHS (IN PERCENT)

DPL BUSINESS SERVICE	USE FREQUENCY*			
	Never	Rarely	Occa-sionally	Regularly
Business and industry directories	7%**	17%	65%	11%
Books on business fields	11	26	48	15
Magazines on business fields	33	32	35	--
Books on science and engineering	34	11	39	16
Business telephone directory	40	14	40	6
Assistance in using Library resources	42	28	25	5
Specialized business newspapers	48	--	51	1
Magazines on science and engineering	49	17	34	--
Catalogs and indices	52	33	15	--
Government documents	60	8	32	--
Assistance in finding extensive information	60	19	15	6
Investment service	67	19	14	--
Interlibrary loan service	68	19	12	--
Self-service copying machines	74	--	26	--
Answering short, tactual questions	76	--	17	7
Equipment for reading microfilm and microfiche	81	6	13	--
16 mm films	93	7	--	--

*The number of business firms using DPL services in the past 12 months is estimated to be 7,137. See footnote number 2 on previous page for basis of this estimate.

**Read: Seven percent of the firms who used DPL services claimed never to have used "business and industry directories" during the past 12 months; 93 percent of the user firms indicated they did use these directories.

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APPENDIX E

TABLE E3. REGULAR USAGE OF 17 DPL SERVICES BY LARGE AND SMALL FIRMS (IN PERCENT)

DPL BUSINESS SERVICE	FIRM SIZE* Large	Small
Catalogues and indices	31%	--%
Science/engineering books	22	16
Government documents	21	--
Science engineering magazines	20	--
Self-service copying machines	20	--
Answering short, factual questions	17	7
Business magazines	14	--
Business books	12	15
Assistance in using Library	12	5
Special business newspapers	8	1
16 mm films	7	--
Interlibrary loan	4	--
Business and industry directories	--	12
Business telephone directory	--	6
Assistance in finding extensive information	--	6
Investment service	--	--
Microfilm equipment	--	--

*See footnotes in Table E1 in this appendix for an explanation of terms and the basis for calculating percentages.

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APPENDIX E

TABLE E4. BUSINESS REACTIONS TO FIVE POSSIBLE LIBRARY SERVICES

POSSIBLE SERVICE	POTENTIAL UTILITY		
	Very Useful	Fairly Useful	Not Useful
Literature searches for a nominal fee	12%*	22%	66%
Library specialist assigned to deal with Denver business	10	16	74
Current awareness program	9	24	67
Late evening and weekend service	7	20	73
Summaries of materials on specific subjects	4	33	63

*Read: One-eighth of the businesses in Denver would find a fee-paid literature search service very useful. *Note: Current DPL business users are substantially more interested than current nonusers in these possible services.* The basis for calculating these percentages is explained in footnote 2 of Table E1 in this appendix.

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APPENDIX E

TABLE E5. BUSINESS WILLINGNESS TO PARTICIPATE IN SEVEN NEW LIBRARY-RELATED ACTIVITIES

BUSINESS ACTIVITY	WILLINGNESS		
	Very Willing	Fairly Willing	Not Willing
Giving the Library copies of company-produced documents	22%*	17%	61%
Giving the Library surplus documents	16	33	51
Paying a charge for special services	13	20	67
Subscribing to a Library newsletter	12	20	68
Making the company available as a reference source	3	38	59
Paying an annual fee for special Library services	3	30	67
Making grants or other gifts to the Library	1	15	84

*Read: Approximately one in five businesses would be very willing to give the Library copies of company-produced documents. *Note: Current DPL business users are substantially more willing to participate in the activities than current nonusers.* The basis for calculating these percentages is explained in footnote 2 of Table E1 in this appendix.

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APPENDIX E

TABLE E6. REACTIONS OF CURRENT DPL BUSINESS USERS TO FOUR METHODS OF FAMILIARIZING BUSINESS WITH AVAILABLE SERVICES

METHOD	CURRENT USERS' REACTIONS	
	Approve	Do Not Approve
Provide brochures	60%*	40%
Provide monthly list of new acquisitions	29	71
Conduct seminar at firm	7	93
Provide tours of Library	4	96

*Read: Six out of ten current DPL users approve the idea of the Library providing Denver businesses with orientation brochures. The basis for calculating these percentages is explained in footnote 2 in Table E1 of this appendix.

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APPENDIX F

SELECTED GOVERNMENT SURVEY DATA

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APPENDIX F

TABLE F1. DENVER GOVERNMENT AGENCY USE/NONUSE OF DPL SERVICES DURING THE PAST 12 MONTHS BY SELECTED CHARACTERISTICS (IN PERCENT)

SELECTED CHARACTERISTICS	AGENCY		TOTAL SAMPLE (N=80)
	Users (N=58)	Nonusers (N=22)	
Mission Area			
Planning and management	31%*	18%	27%
Public protection	16	32	20
Urban renewal	14	--	10
Public works	12	27	16
Parks and recreation	12	5	10
Health and hospitals	7	9	8
Public transportation	4	9	5
Welfare	4	--	4
Number of Employees			
<50 (Small)	42	47	43
50-199 (Medium)	34	43	36
>200 (Large)	24	10	21

*Read: Thirty-one percent of the government agencies using DPL services work in the planning and management area.

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APPENDIX F

TABLE F2. PERCENT OF GOVERNMENT AGENCIES WITHIN EACH MAJOR CATEGORY USING DPL SERVICES DURING THE PAST 12 MONTHS

TYPE OF AGENCY	AGENCY	
	User (N=58)	Nonuser (N=22)
Mission Area		
Urban renewal	100%	--%
Welfare	100	--
Parks and recreation	87	13
Planning and management	82	18
Health and hospitals	67	33
Public protection	54	46
Public works	54	46
Public transportation	50	50
ALL AGENCIES	72	28
Number of Employees		
<50 (Small)	70	30
50-199 (Medium)	68	32
>200 (Large)	87	13
ALL AGENCIES	72	28

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APPENDIX F

TABLE F3. DENVER GOVERNMENT USE/NONUSE OF 17 DPL SERVICES BY FREQUENCY OF USE DURING THE PAST 12 MONTHS (IN PERCENT)

DPL GOVERNMENT SERVICE	USE FREQUENCY*			
	Never	Rarely	Occa-sionally	Regularly
Lending books, magazines, and other publications	11%**	21%	53%	15%
Catalogues and indices	12	34	43	11
Assistance in using Library resources	24	33	37	6
Assistance in finding extensive information	36	30	27	7
Government documents	38	23	28	11
Response to telephone requests	42	24	30	4
Municipal reference service	42	17	39	2
Science and engineering department service	57	13	24	6
Public meeting rooms	58	29	13	--
Business division service	60	2	33	5
Equipment for reading microfilm/microfiche	60	35	5	--
Self-service copying machines	63	21	16	--
Interlibrary loan	71	16	9	4
Delivery of Library materials	72	9	12	7
Routing journals to city government employees	73	2	16	9
16 mm films	73	16	9	2
Routing lists of new government documents	80	7	11	2

*The base number on which the percentages within each service category are calculated is 58, i.e., the number of agencies identified as being DPL users.

**Read: Eleven percent of DPL government users never use the Library's document lending service; 89 percent do use this service.

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APPENDIX F

TABLE F4. GOVERNMENT REACTIONS TO EIGHT POSSIBLE LIBRARY SERVICES

POSSIBLE SERVICE	POTENTIAL UTILITY		
	Very Useful	Fairly Useful	Not Useful
Provide agencies with brochure listing services	50%*	36%	14%
Library specialist assigned to deal with City agencies	40	37	23
Establish DPL as a data bank clearinghouse on urban problems	39	59	2
Current awareness program	29	44	27
Literature searches	21	27	52
Provide tours of Library	16	34	50
Summaries of materials on specific subjects	13	55	32
Provide evening and weekend Library service	5	20	75

*Read: One-half of the City government agencies would be very willing to see the Library distribute to government agencies a brochure describing available services.

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REFERENCES

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REFERENCES

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